GEYER PUBLICATION

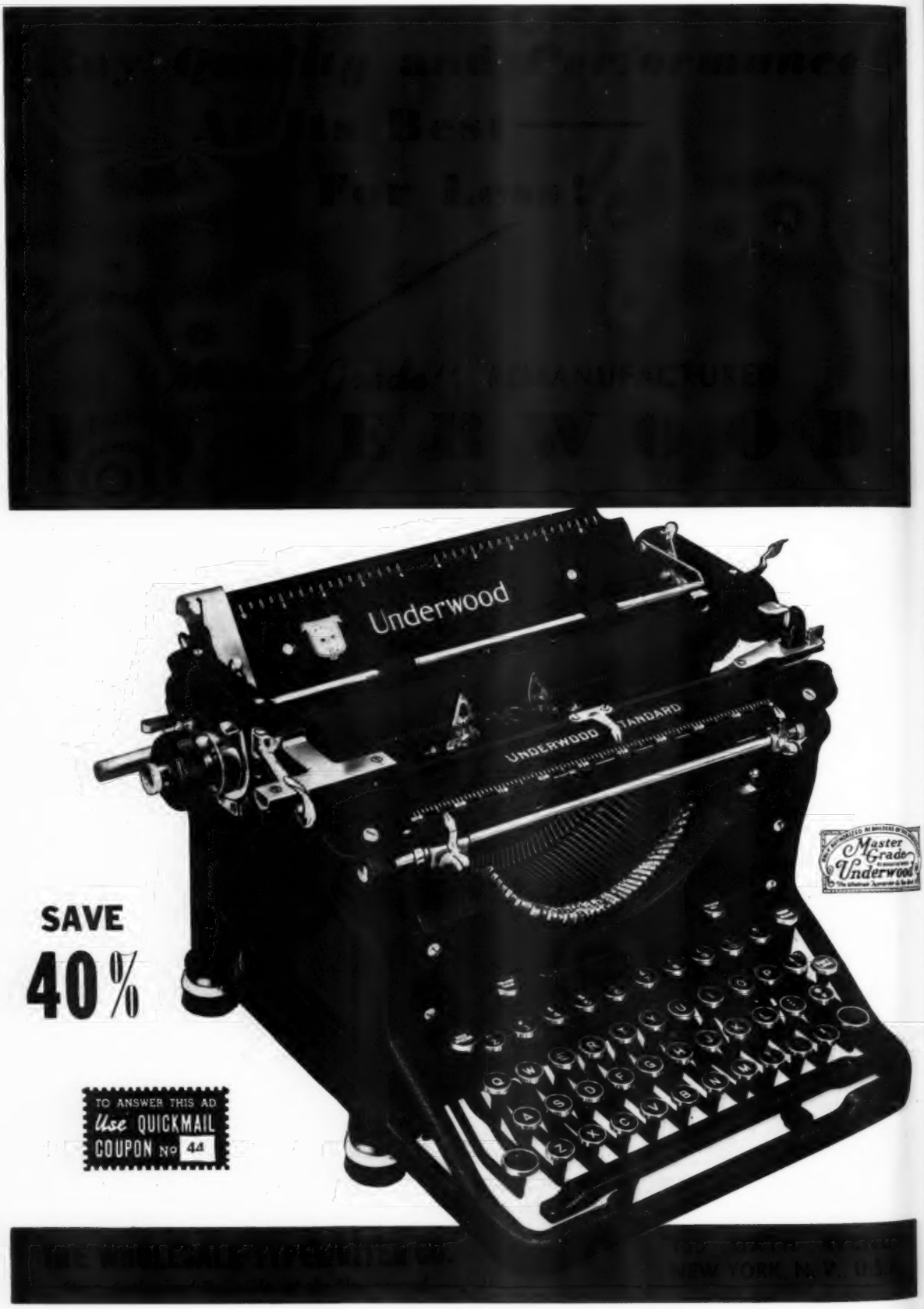
OFFICE EQUIPMENT Digest

Edited for

PURCHASING AGENTS
CONTROLLERS AND
OFFICE MANAGERS

April
1941

REW GEYER, INC., PUBLISHERS • 260 FIFTH AVE., NEW YORK, N. Y.


Underwood
UNDERWOOD STANDARD
Master Grade Underwood
SAVE
40%
TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 44

Streamlining INDUSTRY

FOR THE AIR-MIGHT OF AMERICA!

BENDIX AVIATION CORPORATION
AUTOMOBILE, AVIATION, MARINE AND INDUSTRIAL PRODUCTS
SOUTH BEND OFFICE
SOUTH BEND, INDIANA, U. S. A.

January 30, 1941

Columbia Ribbon & Carbon Mfg. Co., Inc.,
Glen Cove, L. I., New York.

Gentlemen:

When our national preparedness has been made as unmistakable fact, and America turns again to the ways of peace, we will feel that we have done our part.

Whatever Bendix builds is always well built. The worth of such equipment is proved by its quality and its performance.

In all of the materials which we use, in all of the supplies which we purchase, we insist upon a standard of quality, performance and value, in line with the same rigid standards we have set up for our own products. In this connection, we are pleased to commend the outstanding wear and quality of work of the Columbia Ribbons and Carbons which are serving our voluminous and exacting requirements in correspondence and records. Your interest in working with us to give us just what we need for our regular and special requirements, and your service in supplying us promptly with such material is greatly appreciated.

Very truly yours,

BENDIX AVIATION CORPORATION

FROM streamlined Bendix production lines, Stromberg carburetors, Scintilla magnetos, Eclipse aircraft electrical components, Pioneer instruments, Bendix aviation radio equipment and aviation landing gears, are coming in a steady stream to strengthen the air-arm of America.

To purchasing executives everywhere, the fact that the Bendix Aviation Corporation and other leading firms in countless industries have selected Columbia Ribbons and Carbons for voluminous and exacting requirements should be of particular interest. In the speed up of production you, too, can benefit substantially from the low performance cost and quality writing of Columbia Ribbons and Carbons for all of your regular and special requirements. Use QUICKMAIL COUPON No. 2 or phone the Columbia office nearest you.

COLUMBIA RIBBON & CARBON MANUFACTURING CO., INC.
Main Office and Factory: Glen Cove, L. I., N. Y.
New York Sales and Export, 58-64 West 40th St. Kansas City, Mo., Dwight Bldg.

COLUMBIA
TYPEWRITER RIBBONS & CARBON PAPERS

Uncle Timothy's Five Nephews ALL GRADUATE!

How He Needs These INEXPENSIVE QUALITY GIFTS

No. 211

Iridium Point Fountain Pen with new Threadline Pencil to match. Pencil has exclusive "Viewpoint Tip." Sleek pyralin, trimmed in gold.

$1.95

No. 350

Deluxe stream-liner matching pen and Threadline Pencil. Pen has stainless tipped 14K gold point, trimmed in gold.

$2.95

Dozens, like Uncle Timothy, must give to friends or relatives at graduation. The gift that looks like a lot but costs little is what they want. These fine Dixon Rite-Rite Pencil and Pen Sets are first in quality, bear an honored name, so insure pride in the giving without injury to the purse. Order now for your many customers who must give at graduation.

DIXON RITE - RITE

Threadline Sets

RITE-RITE MFG. CO.

1501 W. POLK ST. • CHICAGO, ILL. – SUBSIDIARY OF JOSEPH DIXON CRUCIBLE COMPANY

To answer the above ad use QUICKMAIL COUPON No. 5

AVERTS CAT-ASTROPHES!

around the office!

If the V.P.'s pet vase gets broken, don't fire the office boy. Just send him up to the stock room for a tube of Duco Cement. This little helper is the original Handy Andy around the office. It mends just about everything—tables, desks, china, leather, glass, displays, lamp shades, just to mention a few. And it's a *cinch* to use; no trick to it at all.

Duco Cement is a clear, flexible adhesive that holds permanently on practically anything except rubber. Even warm water doesn't melt it. It's waterproof!

You'll find that Duco Cement is one of the handiest little helpers on the payroll—something well worth adding to your next order for the stockroom. Any stationer can supply you. E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

DU PONT
REG. U.S. PAT. OFF.

DUCO
REG. U.S. PAT. OFF.
HOUSEHOLD CEMENT

To answer the above ad use QUICKMAIL COUPON No. 4

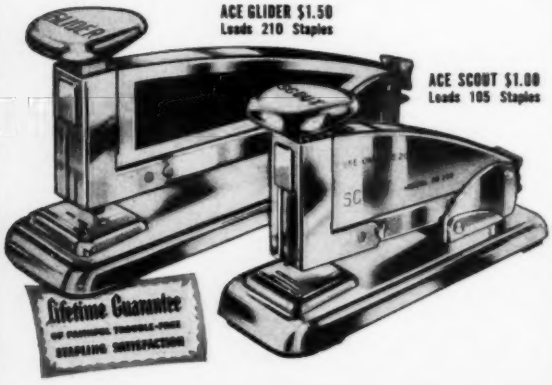
ATTRACTING NEW USERS!

ACE

Pinning Feature

This new modern way of pinning is attracting thousands of new users to ACE. For by sliding the anvil, ACE delivers a temporary stitch, that can be removed as easily as a pin, without damage to papers, checks or finger nails.

ACE Stapling Machines PIN—STAPLE and TACK perfectly. They are America's best sellers—*first* in Precision—*first* in All-Steel Construction—*first* to guarantee Lifetime trouble-free performance.



Modernize Your Fastening Methods
Use ACE for Greater Efficiency

ACE FASTENER CORPORATION
3415 N. Ashland Ave., Chicago
Makers of
THE WORLD'S BEST STAPLING MACHINES

To answer the above ad use QUICKMAIL COUPON No. 15

We'll make a Bet

BECAUSE WE HAVE A SURE THING

We'll wager that you can use Liberty Permanent Binders for storing your loose-leaf records with greater economy and a higher degree of satisfaction than any method you have used.

HERE IS WHY

Liberties are the essence of economy and convenience for three reasons: 1. Their original cost is extremely low. 2. Your own office help binds your records, eliminating the expense of calling in special labor to do the job. 3. Once bound in Liberty Permanent Storage Binders, loose-leaf sheets are there to stay—they cannot be removed—cannot be misplaced.

Liberty Permanent Binders consist of two covers of smooth warp-proof steel-strong brown presswood and two telescoping, self-locking binding posts. Simply stack sheets over posts, press down the studs with your thumb, and the job is done. No projecting posts.

WE'LL BET A BINDER THAT YOU'LL LIKE THEM

We'll give you a binder FREE so you may examine it—test it—try it. Attach this ad to your letterhead and enclose a sample loose leaf record which you bind in volume, with 25c in stamps to cover shipping expenses. State approximate post length desired.

We will send you a sample Binder to fit such a record, quote you prices on various quantities and send you complete literature on stock and special sizes available. *No obligation.*

CALL OUR BET — YOU CAN'T LOSE

Liberty
PERMANENT STORAGE BINDERS

SEND FOR YOUR FREE SAMPLE NOW

BANKERS BOX COMPANY
536 S. CLARK STREET CHICAGO, ILL.

To answer the above ad use QUICKMAIL COUPON No. 38

JUST HOW DO YOU DRESS YOUR AMBASSADORS?

Experts Recommend . . .

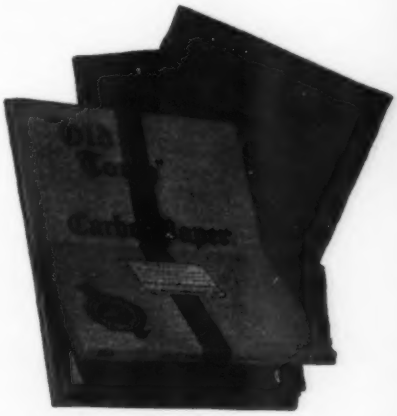
OLD TOWN "SILK and SABLE"

In a manner of speaking, every letter on your firm's stationery is your Ambassador of Good Will. Are these Ambassadors dressed to create a good impression? Do they radiate prestige, infer inherent dignity? OLD TOWN SILK, aristocrat of typewriter ribbons, gives classic distinction to executive correspondence. OLD TOWN SABLE produces carbon copies so clean, so bright and sparkling —they're almost good enough to be originals.

Lois Ranson, Republic Pictures Star, is an expert at making good impressions.

The most Spectacular Promotion ever offered Ribbon and Carbon Dealers!

America's foremost producer of inked ribbons and carbons offers the most exciting, the most dramatic promotion ever known in this industry. Powerful sales aids and novel merchandising methods will bring you more customers and give you record increases in sales and profits. You cannot afford to ignore this opportunity. Write today—now—for details of this mighty merchandising plan.



Miss Secretary: Send for your free copy of our booklet "The Secret of Beautiful Letters."

Old Town
Ribbon & Carbon Co., Inc.
MANUFACTURERS

750 PACIFIC STREET, BROOKLYN, N. Y.
59 East Van Buren Street . . Chicago
788 Mission Street . . . San Francisco

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 40

To answer the above ad use QUICKMAIL COUPON No. 21

AT DOUGLAS AIRCRAFT...

...“ALL-OUT FOR DEFENSE” MEANS FAST, ACCURATE PRODUCTION OF FIGURE-WORK, TOO

Douglas is typical of hundreds of companies where Remington Rand's new Printing Calculator is contributing speed and printed proof of figure accuracy to the defense program. Douglas' Estimating Division uses its printed, electric multiplication on problems involving labor, time and structural weight . . . its printed, automatic division on “percent of total” calculations . . . its printed, touch-method-operated addition and subtraction, its printed, symboled sub-totals, on cumulative labor time problems. Douglas says: “The greatest advantage is the complete and accurate check on all operations made possible by the printed tape.” The Remington Rand Printing Calculator is doing a whale of a job for *every* user . . . because it's the world's only COMPLETE figuring machine.

You don't need to be a “defense industry” to put this mechanical marvel to profitable use. Its printed record of every calculation makes it valuable on *every* kind of figuring job . . . markups, discounts, estimates, inventories, payrolls, invoice checking, cost of sales, depreciation. See an action demonstration . . . today . . . at your nearest Remington Rand office. Or write Remington Rand Inc., Buffalo, New York.

The Remington Rand Printing Calculator

TO ANSWER THIS AD Use QUICKMAIL COUPON No 36

ONLY Remington Rand CAN FURNISH EVERY OFFICE NEED

Noiseless, Standard, Portable Typewriters . . . Adding, Calculating, Bookkeeping, Punched-Card Accounting Machines . . . Kardex Visible Systems, Record Protection, Filing Methods and Equipment, Loose-Leaf Devices . . . Photographic Records Equipment . . . and other Precision Products including the famous Remington Rand Dual Close-Shaver—Dealers, Sales and Service Offices in 517 Cities

IT'S GOOD BUSINESS to buy GOOD CHAIRS

Experienced buyers know this, and that is why they always demand the JASPER CHAIR COMPANY line when they buy. They know from experience that our line of chairs gives them the lasting service that present business standards demand.

Our chairs are made by workmen who are all craftsmen and who take pride in turning out the perfect work that our rigid standards demand.

See your dealer and ask him about our line of

EXECUTIVE AND OFFICE CHAIRS

TO ANSWER THIS AD *Use* QUICKMAIL COUPON No 22

JASPER CHAIR CO. Jasper JASPER, IND.

JASPER CHAIR CO.

JASPER INDIANA

The exclusive "PULL-PUSH" action of the

FAULTLESS

REG. U. S. PAT. OFF.

SLIDE **S-O** *OPENING*

RING BINDER

WITH ITS PATENTED BUILT-IN SHEET LIFTER IS THE ONLY RING BINDER IN WHICH THE RINGS ACTUALLY SLIDE APART . . .

made in all standard sizes and bindings

The S-O Binder is receiving wide approval. Ask your dealer for demonstration.

THE SHEET LIFTER

The Faultless Sheet Lifter carries sheets OVER THE RINGS — prevents pinching of sheets — tearing of punching — thereby adding 300% more life to sheets.

STATIONERS LOOSE LEAF CO.

524 N. Broadway, MILWAUKEE — NEW YORK, 237 Lafayette St.

To secure further information use QUICKMAIL COUPON No. 34

The Season's Sensation in the Office Equipment Field

AIR FLIGHT

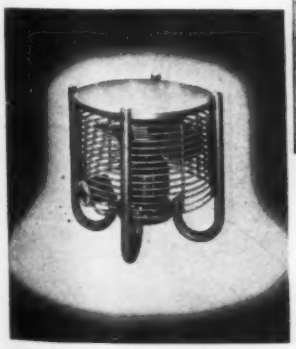
CIRCULATORS

KEEP YOU COOL ALL OVER

For real summer comfort and greater office efficiency, Air-Flight's the answer. Spreads cool, invigorating air over a wide area. Easily keeps cool a four-desk space without drafts, personal inconvenience, or disturbance of papers on desks. Quality throughout . . .

- Air-Flight Circulators are bought because they OUT-PERFORM!
- Superior Construction . . . 5-YEAR MOTOR GUARANTEE!
- Styled by a nationally known designer . . . for Efficiency and Utility!
- Attractively finished to blend with office appointments!
- Air-Flight Circulators are Smooth . . . Powerful . . . Economical!

Have the Air-Flight Circulator demonstrated in your office by our authorized stationer or office supply dealer in your city, or send QUICKMAIL COUPON No. 14 for full particulars.

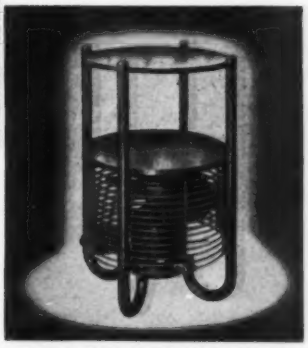


Model No. 10—Finished in attractive Two-Tone Opalescent Gray. Three speed, quiet operating. Sturdy ring guard offers complete protection.

For the Office

Model No. 20—Finished in Two-Tone Opalescent Gray; wider air spread; three speed, quiet operating. Sturdy guard offers complete protection.

For the Home



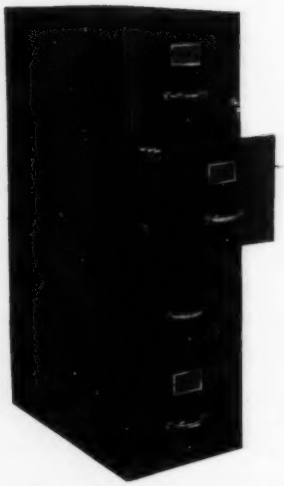
Model No. 30—Finished in Two-Tone Statuary Bronze. Added table-shelf. Three speed, quiet operating. Sturdy ring guard offers complete protection.

W. W. WELCH COMPANY

General Offices: Carew Tower
CINCINNATI, OHIO

VICTOR

VICTOR STEEL FILES



INSULATED

for protecting valuable records and papers from fire. FIRE MASTER (certified for 1 hour) and FIRE MASTER JR. (certified for ½ hour) in convenient sizes and styles for effective, CERTIFIED FIRE PROTECTION — plus efficient, economical filing.

NON-INSULATED

engineered to meet the exacting needs of modern business for the utmost in service and efficiency. Four grades — sizes and styles for every space and price requirement — and to fit every kind of record.

DON'T TAKE CHANCES WITH FIRE — the Victor dealer is gratified to survey your files and recommend FIRE MASTER file protection for the records that are essential to your business operations.

Send **QUICKMAIL COUPON No. 25**
For Full Information

THE VICTOR SAFE & EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK

OUTSTANDING
SALES FEATURES IN A COMPLETE LINE OF

EVERY DAY OFFICE PAPERS

Write for samples and full details of this group of office papers, each conspicuously in public favor for quality and for extra features. Continuous repeat business will be evidence of your customers' approval.

A Better Product in

NON-SKID EASEL NOTE BOOKS

SPOTSEALD ADDING MACHINE ROLLS

BOND PAPERS

WRITING PAPERS

DUPLICATOR PAPERS
(New Catalog Now Ready)

SCRATCH PADS
(Complete Range of Sizes)

SECOND SHEETS

PRINTED COPY SHEETS

FILE FOLDERS

MANIFOLD PAPERS

RULED PADS

PAPER SPECIALISTS FOR THE STATIONER

ROCKWELL-BARNES CO.
1511 WEST 38TH ST., CHICAGO

To answer the above ad use QUICKMAIL COUPON No. 18

No more ragged right margins! This new Underwood Master Typewriter equipped with the Automatic Right Margin Justifying Device evens the right margin by expanding or condensing a line at the will of the typist. With the right margin justified, the original copy for any reproduction application has the finished, well balanced appearance of type-set work.

The expanding of short lines and the condensing of long lines, is spread over four inches, and the difference in character spacing is not detectable. The result is a pleasingly spaced original copy.

This Underwood model equipped with the new Automatic Right Margin Justifying Device is not only confined to this kind of work. It is a correspondence typewriter and may be used instantly for regular daily office work.

This machine may also be equipped with another outstanding Underwood feature, the Automatic Stroke Control, which controls the force of each typing stroke and gives even, uniform type impressions on master copy regardless of the uneven touch of the typist.

This model is available in various carriage widths, and a variety of type styles. Also, it may be equipped with a carbon paper ribbon which feeds automatically, giving a clear, clean, black type impression on master copy.

You will be interested in the amazing results obtained by the use of this Underwood Elliott Fisher development on any of your reproduction processes. For a demonstration call or write our nearest Branch Office today.

Typed on
the Underwood Master
equipped with Automatic
Justifying Device

ELIMINATE RAGGED RIGHT MARGINS

★

WITH UNDERWOOD MASTER COPY TYPEWRITER

UEF

● For use in the preparation of original copy for Photo-Offset, Stencil Duplicating and Spirit Duplicating. Also, for the reproduction of Bulletins, Sales Letters, Display Advertising, Portfolios, Broadsides, Booklets, Pamphlets, and Sales Presentations on machines such as the Multilith Duplicating Machine, the Mimeograph Duplicator and the Ditto Duplicator.

TYPEWRITER DIVISION

UNDERWOOD ELLIOTT FISHER COMPANY

ONE PARK AVENUE, NEW YORK, N. Y.

Sales and Service Everywhere

Use QUICKMAIL COUPON No 1

HERE ARE THE CARBONS AND RIBBONS THAT HAVE KEPT *"Storms"* ON TOP FOR 50 YEARS

Ask your Dealer to show you "The Complete Line" For Every Purpose and Every Pocketbook

CLEANGRIP CARBON PAPER

Its efficiency, cleanliness, long wear and RESISTANCE TO CURL make it the carbon paper preferred by busy users.

Cleangrip combines all the desirable features of good carbon papers plus the highly important special features possessed by no others.

CARBON PAPERS	CARBON ROLLS	INKED RIBBONS
Cleangrip	Tailor's Marking	Stormtex Silk
Whitedge	Photo Offset	Stormtex Cotton
Clean Pull	Billing Rolls for Elliott-Fisher Machines	Cameo
Cameo	Billing Rolls for Burroughs Posting Machines	American
American	Register Rolls	Reliance
Reliance	Tally Rolls	Ribbons for Addressograph-Multigraph
Carbons in all weights and finishes	Teletype Carbonized Rolls	Speedaumat
	Rolls for Elliott-Addressing Machines	Dupligraph, etc., etc.
	Special Rolls	

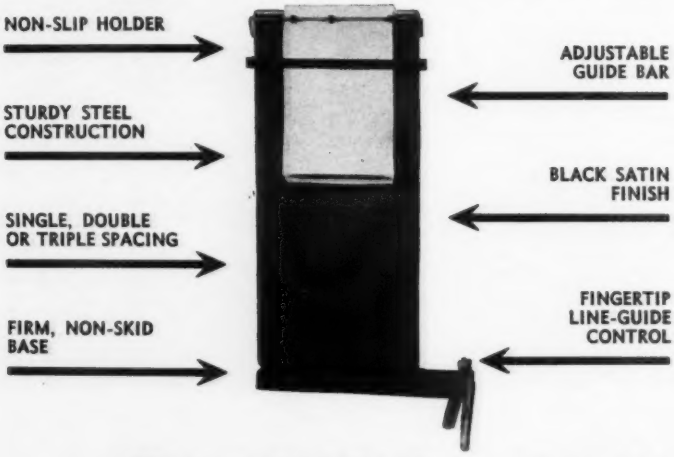
To answer this ad use QUICKMAIL COUPON No. 19

H. M. STORMS COMPANY

Makers of "The Complete Line" of Carbon Papers and Inked Ribbons

561 GRAND AVE. **BROOKLYN, N. Y.**

BURNS COPYHOLDERS Have All Seven Important Features — Cost Only $15



Your stenographers and typists will pay for their own Burns Copyholders—in faster work and better work. Copy is always at most efficient point of visibility—the guide line adjusts easily with finger-tip pressure without disturbing their typing rhythm. No lost motion—no lost minutes.

Holds all size copy from notebook to legal size sheets. Several other models available at prices down to $3.00.

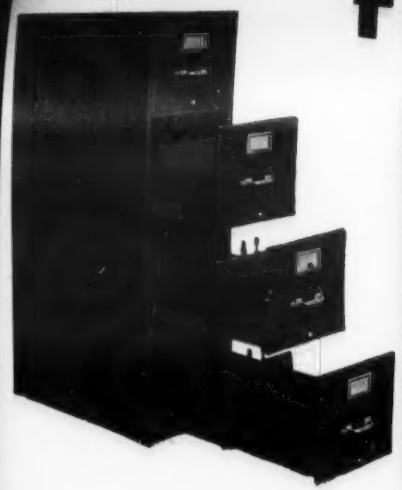
Consult your office supply dealer today, or send QUICKMAIL COUPON No. 16 for complete details.

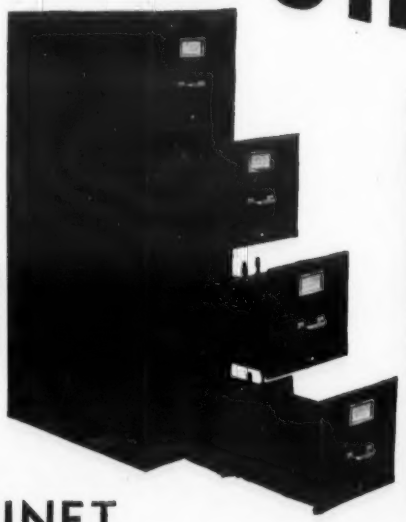
BURNS OFFICE SPECIALTIES

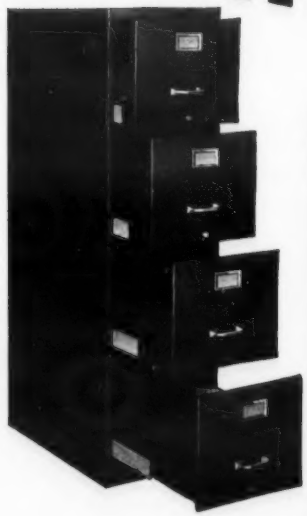
American Automatic Electric Sales Company
1033 W. Van Buren St., Chicago, Ill.

TELEPHONE BRACKETS • COPYHOLDERS • GOOSENECK LAMPS • CHAIR AND DESK PADS

FILES ON PARADE





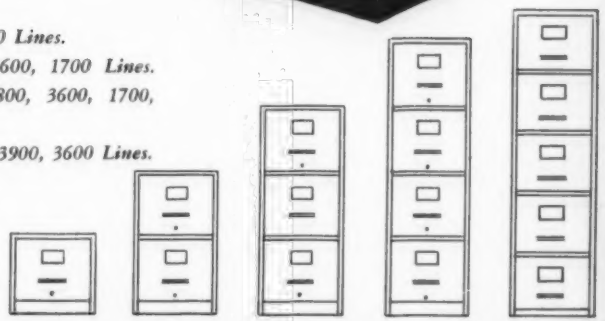


A FILING CABINET PRICED FOR EVERY BUDGET

1. **7700 Line. The Super-Quality Quietized Line. The 7700 Line Files lead the parade of fine office equipment. Progressive Cradle Ball Bearing Suspension assures quiet operation. A file built to last a business lifetime.**
2. **3900 Line. The Quality Quietized Line. Less expensive than the 7700 Line this cabinet is ideal for the general office. Exclusive Security features enable this file to stand the "gaff" of heavy business traffic.**
3. **3600 Line. The All-purpose Suspension Line. An excellent cabinet in the low priced suspension group. When economy, coupled with quality, is essential the 3600 Line will meet all requirements.**
4. **1700 Line. The Seco Line. An excellent buy in the non-suspension grade. 25-9/16" deep outside, this is the ideal equipment for limited floor space.**
5. **1000 Line. The New-Biltmore Line. An excellent nine feature cabinet in the lowest price range. The cost is less than that of used equipment.**

FIVE HEIGHTS

Available in Lines listed below.
One High—700 Line.
Two High—7700, 3600, 1700 Lines.
Three High—7700, 3900, 3600, 1700 Lines.
Four High—7700, 3900, 3800, 3600, 1700, 1000 Lines.
Five High—To match 7700, 3900, 3600 Lines.

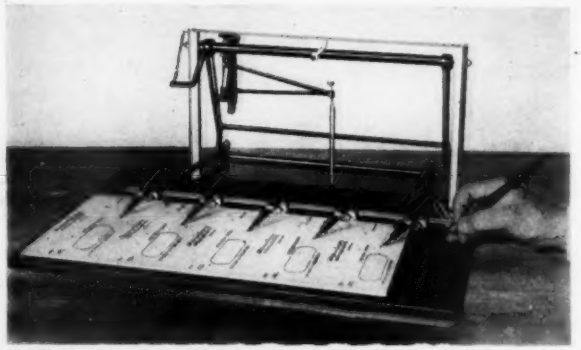


Send QUICKMAIL COUPON No. 3 today for a 52 page catalog illustrating entire line of quality filing equipment.

SECURITY STEEL EQUIPMENT CORPORATION
AVENEL • NEW JERSEY

3 WAYS

to Speed up Production:



WATERMAN'S SIGNAGRAPH JR. A Blessing if there ever was one! Provides your legal signature to 5 checks in the time usually required to sign only one. Self-filling Waterman's Pens with points to meet your handwriting.

● "Bottlenecks" aren't limited to your plant alone—they can happen every day in your own office—right at your own desk!

● Signing checks, for example. With increased payrolls, increased purchases of every kind, you can figure precious hours wasted—hours that could be spent to far better advantage. What's the answer? Waterman's efficient Signagraph Jr. In the motion required to sign one check—the Signagraph signs 5 stimultaneously! In other words, it saves 80% of check signing time.

● Then, think of the mass of detail that must be handled efficiently to keep the wheels turning smoothly. Orders, memos, instructions. Faulty pens and lazy inks can heave a monkey wrench into your office machinery as surely as the most deadly saboteur. Again the remedy is simple: Waterman's Pens and Inks. Illustrated below are the "cream of the Waterman's crop"—other Waterman's are priced as low as $2.50 for pocket models—$5.00 for up-to-the-minute desk sets. It will pay you to get the details—ask your supply house or drop a card to L. E. WATERMAN CO., 55 Broadway, New York City.

NEW HOME of Waterman's Ideal Pens at 344 Hudson St., New York City, where new manufacturing methods, modern lighting and precision machines now make Waterman's still better—better in value.

INK-INK-INK. Waterman's meets and surpasses the most stringent Government specifications for permanency and all 'round dependability. Ideal for legal documents, specifications, and general office work.

Waterman's *100 Year Pens*

The pen that was pre-tested in nation-wide surveys among consumers and dealers. We know the styling's right because America helped us design it! Four jewel-like colors and three fast-selling models. From left to right—DeLuxe, $10; Men's Regular $8.50 and Ladies $8.50. Matching pencil for DeLuxe (illustrated) $5.00, for Men's Regular or Ladies $3.75. Beautifully packaged.

UNION MADE

See Waterman's Ideal

To answer the above ad use QUICKMAIL COUPON No. 8

MECHANIZED SUPER-FILER

FOR ANY FACTORY OR OFFICE

Gives Extra-Special Help in these Modern Defense Times

• Every office has or is going to have an intensified filing problem. Perhaps vital Defense orders are being handled with a new need for having all data instantly available.

The idea that business records can be crammed and jammed into a file drawer is out-of-date. The modern Super-Filer method is Maximum Filing Capacity combined with visibility and accessibility . . . savings in time, labor and floor space.

The office needs Super-Filer. Anything short of Super-Filer's advantages decreases the effectiveness and value, not only of the filing department, but of the equipment and personnel of the entire office.

Super-Filer's swing-front drawer adds working space for quick and easy filing and finding. Its swing front opens as the drawer is opened and closes as the drawer is closed. Its compression is automatic.

For further information use Quickmail Coupon No. 6.

THE GENERAL FIREPROOFING COMPANY • YOUNGSTOWN, OHIO

Products by GF: METAL DESKS • ALUMINUM CHAIRS • FILING CABINETS • SAFES • STEEL SHELVING • STORAGE CABINETS • FILING SUPPLIES

Use QUICKMAIL REPLY COUPONS

TO ANSWER ADVERTISEMENTS

OFFICE EQUIPMENT DIGEST obtained exclusive rights for the office equipment and stationery field to the Quickmail Coupon System—a patented **new inquiry system** which saves hours of time for readers in answering advertisements and securing information about merchandise.

THE QUICKMAIL COUPON SYSTEM *brings you these advantages:—*

1. Only 1 minute plus 1c to make an inquiry.
2. Brings you the latest information.
3. Identifies the source of your inquiry.
4. Gives you a pre-addressed, gummed mailing label ready for use.

The New Ad Technique | The New Coupon | Quick Mailed!

SIMPLE TO USE:

Stick the coupon on the stamp side of a postal card, write your firm name and address on the back and mail. You may also stick the coupon on your letterhead, sign your name and title, and mail in your own envelope; or stick the coupon on your envelope and enclose your inquiry or order for specific merchandise.

QUICKMAIL brings you the information or merchandise you desire with ease and speed. If you want any information not mentioned in this advertisement, just specify it on your inquiry.

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UNIVERSAL OFFICE

OFFICE EQUIPMENT *Digest*

Edited for PURCHASING AGENTS, CONTROLLERS & OFFICE MANAGERS

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SAN FRANCISCO, 74 New Montgomery St. (Sutter 5020), Alexander Rattray.
ST. LOUIS, 915 Olive Street (Chestnut 1965), James R. Wright.

Less Talk from Stuffed Shirts!

★ Business has its share of stuffed shirts, to be sure, but it can never hope to compete in that respect with politics, traditionally rich in specimens of the self-centered nincompoop occupying positions of importance. An easy-going people, we tolerate the political stuffed shirt in normal times; in times of crisis he can do a lot of damage before we realize it.

★ The present defense mobilization of the country's resources has hoisted many political stuffed shirts into jobs which they are naturally under strong temptation to look upon as heaven-sent opportunities for useful personal publicity. When the job is one where the occupant can issue statements, give interviews, or even start rumors, concerning the "tremendous need" of defense production for this or that basic material, it becomes a matter of grave significance to every purchasing agent in the United States, for "scare" pronouncements of this character, made to win a headline for someone, can do much to quicken the pace of commodity price increases and bring about in the business world that speculative purchasing of commodities, that panic competition for materials, which wrecked so many businesses during and after the last war.

★ Thanks to the vigilance of Miss Harriet Elliott, consumer's representative on the National Defense Advisory Commission, practically no retailer is trying to make people buy through scare advertising concerning actual or predicted shortages or price increases. Now if only some force could do an equally good job in suppressing scare publicity on the part of stuffed shirts in government offices!

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M. A. Geyer, President; James E. Neary, First Vice-President; Donald McAllister, Second Vice-President; T. V. Murphy, Editor

SURROUNDING THE EXECUTIVE

TOP:

In the modernized executive offices of the Harter Corporation, Sturgis, Mich., manufacturer of office chairs. Visible are several of the newest steel chairs in the Harter line.

CENTER:

New conference room in the remodeled offices of the Chicago Vitreous Enamel Product Co., Cicero, Ill. All furniture, fixtures, and carpeting designed by Roy Blass, Chicago architect, and made by the Garland Furniture Co., Mutual Metal Co., and Bigelow-Sanford, respectively. Note unusual table, which has black Formica top, inlaid with copper strips, and equipped with recessed receptacles for telephone, electrical outlets, and call bell. The entrance lobby of the offices was shown on page 27 January OFFICE EQUIPMENT DIGEST.

BOTTOM:

One of the private offices in the impressive office layout of the Isaly Dairy Co., Youngstown, Ohio, where one of the most notable recent installations of General Fireproofing Co. equipment has been made. The reception room of this suite of offices was pictured on page 27 of the January issue of the DIGEST.

Establishment of office standards can lead to results as satisfactory as those already brought about by establishment of factory standards.

EDWIN B. GAGE

Mr. Gage, vice-president and director of the Raymond Riordon School, Highland, N. Y., first presented this discussion of a most vital topic at the Technical Session held during the Business Show of the Cleveland Chapter, National Association of Cost Accountants.

ECONOMY THROUGH USE OF OFFICE STANDARDS

By Edwin B. Gage

Chairman, Committee on Establishment of Office Standards, The American Standard Association

WHAT is an office standard?

An office standard represents the best current knowledge of an item or a practice designed to meet the necessities of current conditions. Thus standards established are not static. As fast as knowledge and conditions change, the standard must be advanced parallel to that progress. This definition is not peculiar to office standards. It is true of any standard. Another definition, though less scientific, is that a standard is a landing in the flight of stairs of knowledge on which to rest in the course of climbing from step to step in the accumulation of experience.

It becomes evident, therefore, that standardization is a constant job—a job which must at least keep parallel to the development of knowledge and frequently, if not all the time, must include research by which that knowledge can be widened, stimulated and controlled in proper channels, automatically causing new standards.

Thus standardization work must be regarded as a permanent factor of operation. It will avail little to make a grandstand attack — go through all practices and items required—set up standards—and then sit back and glow with pride. Standards so treated are not standards; they are merely records of what is being done. True standards must be studied all the time. Hence a permanent organization is the first requisite for a standards program. The size and form

of organization can be varied to suit the complexity or size of business. In a certain small organization an adequate program is being carried on by one man. He is a young man, full of insatiable curiosity, forever asking "Why?" The business is not large nor is it complex. It is possible for him to study all detail first hand and to know all working conditions. In addition to being a methods man, he also acts as the buyer of material things. Yes, he is busy and perhaps he works too hard. But, on the other hand, it isn't the actual job that keeps him busy—it is that everlasting desire to know the why and wherefore of everything going on. He would work 16 hours a day on any job given him.

In Western Electric Co.

From this simplest form, the standards activity can grow to a fairly large and sub-departmentalized unit with specialists in many fields. For instance, in the Western Electric Co. as a means of carrying out this function, the comptroller has appointed an office equipment standardization committee. A chairman and a secretary are delegated from his departmental personnel, and other members represent each of the various operating departments. Although without direct representation, subsidiary companies benefit from the decisions of this committee.

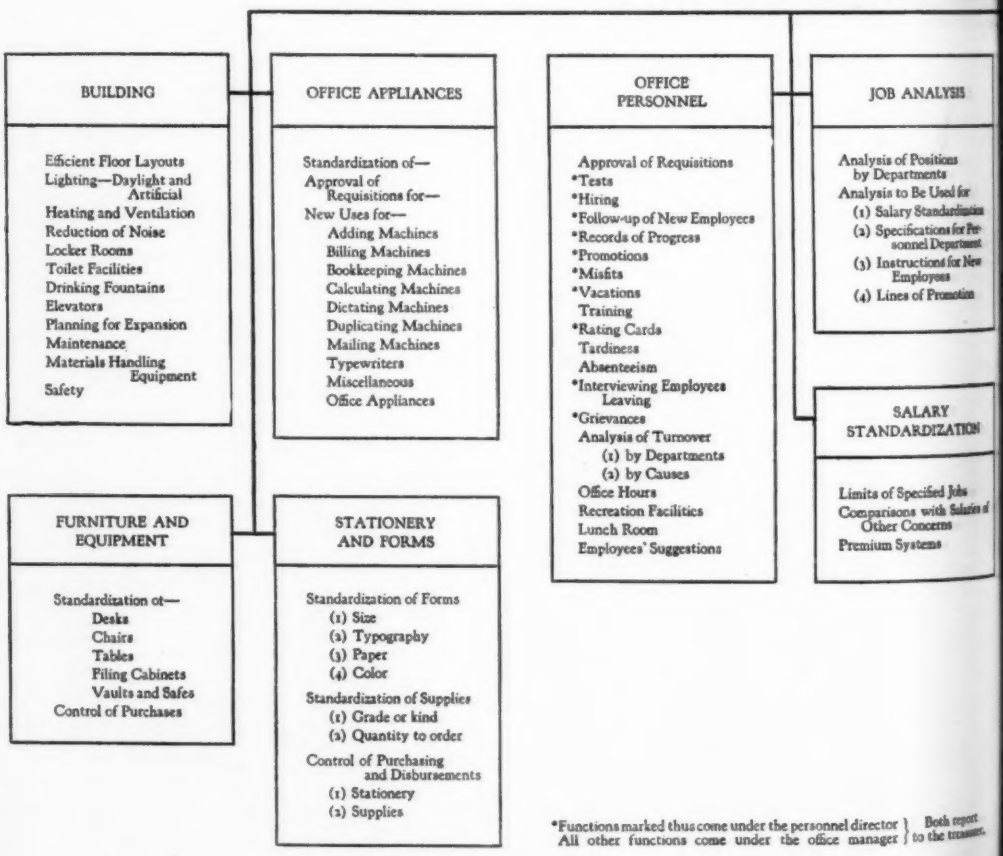
The duties of the committee are, briefly, "to establish standards of office equipment and supplies for use by all departments of the company; to be responsible for the development of specifications for and correlation of use of general forms; to keep informed currently concerning departmental and commercial use of developments of office equipment and supplies."

Catalog of Standards

Standards established by the committee are published in a catalog of office equipment standards and circulated to all departments and associated and subsidiary companies. The committee also furnishes information concerning non-standard items recommended for use at particular locations or under special conditions.

It has been found expedient to organize three subcommittees composed of departmental staff members to deal specifically with studies of furniture, appliances, and supplies. These subcommittees have made studies of furniture, appliances, and supplies which have greatly increased knowledge and ability to make more effective use of com-

THE FUNCTIONS O



*Functions marked thus come under the personnel director } Both report
All other functions come under the office manager } to the treasurer.

mercial items. They have also set up complete standards on furniture, such as desks and chairs; on appliances, such as typewriters, adding and accounting machines; and on supplies covering the entire field of materials used in the office.

The Sub Committees

The subcommittees carry on practical test and laboratory experiments. They meet at frequent intervals to formulate definite recommendations to the main committee and to report on the status of uncompleted assignments. These recommendations and reports are in the form of minutes of meetings which are considered by the main committee at its meeting, usually held monthly. If recommendations are acceptable to the main committee, standards are established and made effective through publication in the catalog. Otherwise, recommendations are returned to the respective subcommittee for further action or consideration.

Office forms, both those of a general nature (applicable to two or more departments) and those of a departmental nature (used in or useful to only one department) are considered of sufficient importance to warrant special attention independently of other items of office supplies.

A supervisor of form standards is responsible to the committee for setting up general standardization, and for design, suitable specifications, and sample files, and necessary information relative to general forms. He also studies departmental forms, primarily to determine whether their design and physical specifications are in accordance with the standards established by the committee and published in a form-design manual. As a by-product of such a study, he calls attention to the possibility of simplification and improved utility and suggests combinations or elimination of forms for such action as is considered desirable or appropriate by the individual department affected He also recommends general forms to replace individual departmental forms which have a common use or similar characteristics.

Reproduction Manual

As a part of its catalog, the committee issues a reproduction process manual, dealing with various methods of reproducing office matter and the conditions under which they are applicable economically. The committee also sponsors the preparation and publication of a manual dealing with cor-

(*Turn to Page* 38)

OFFICE MANAGEMENT

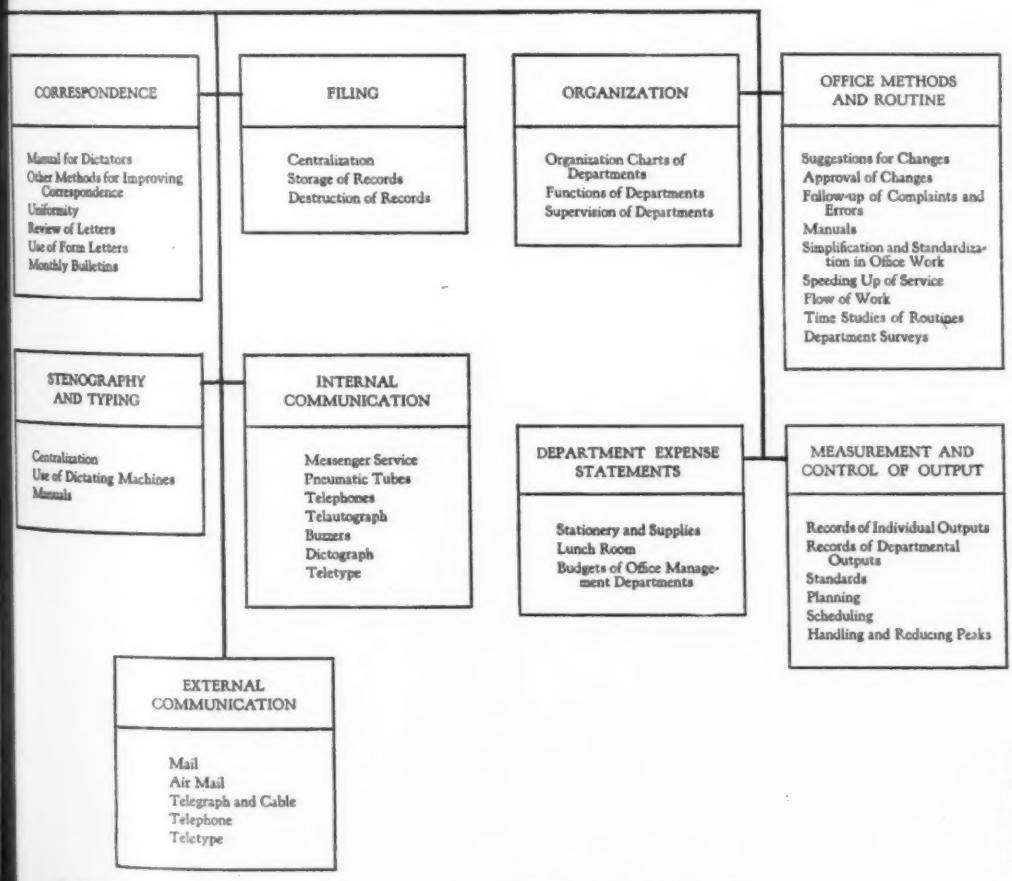


Chart prepared by the Policyholders Service Bureau of the Metropolitan Life Insurance Co. for its brochure, "Functions of the Office Manager."

This advertising agency senior executive office is in perfect harmony with the character of the organization for which it was created.

ATMOSPHERE IN THE OFFICE LAYOUT

By Kenneth H. Ripnen
Kenneth H. Ripnen Co. Inc.

KENNETH H. RIPNEN

NOW that scientific ventilation and air-conditioning has invaded the American office, the word "atmosphere" when associated with "office" no longer signifies the sort of atmosphere that people once referred to in the time-honored phrase, "musty old office"!

When we talk today of atmosphere in the office layout we mean something else again—the environmental effect born of careful attention to color harmony, appearance and texture of surfaces, beauty of lighting, and general co-relation of floor covering, drapery, Venetian blinds, and pictures and other decorative accessories.

To any one who has been visiting business offices during the past ten or fifteen years, the change in this respect has been truly remarkable. The job of office design and layout no longer ends merely with the procurement of the right equipment for the office and its efficient placement; a complete office job today calls for just as careful attention to the decorative aspects of the office as to factors of efficient equipment, partitions, noise control, ventilation, and lighting.

In the creation of a pleasing modern office environment, there is no need for the introduction of such elements as ornamental cornices, costly walls paneled in rare woods, elaborate marble halls and corridors. In most cases the desired result is brought about in simple fashion, through utilization of easily procurable, relatively inexpensive materials, mixed, of course, with the proper infusion of brains.

Color plays a big part in the creation of desirable office atmosphere. Here is a tabulation of three effective office color schemes, any one of which can transform a drab interior into one of beauty.

Junior executive office in same advertising agency

	Walls	Floors	Furniture
SCHEME I	—Warm Grey	Rust	Walnut
SCHEME II	—Green	Black & White Marbleized	Mahogany
SCHEME III	—Light Cream	Brown	Oak

In the older office the color effect tended to be primarily one in which mahogany or oak was predominant. Effective interiors were sought, where the furniture was mahogany, by having the walls green with mahogany trim and the floors green; and where the furniture was oak, walls of yellow cream with oak trim and brown floors.

Of course there are innumerable variations of color combinations and shades of color. One spends the same amount of money regardless of what color of paint, floor covering, or trim is used.

In seeking proper office atmosphere, we have the additional advantages today of new materials for color in walls, floors, and equipment.

For walls, there are new pastel variations of paint color, wall papers, artificial woods and wood veneers, metal partitions in painted colors or grained surfaces, composition wall boards and asbestos boards, and of late, glass block walls.

For floors, there are the new rainbow or plain linoleum colors, mastic tile, cork tile, rubber tile and sheets, Zenitherm, marble, mastic underlayment, and various types of carpets.

For equipment, there are various woods (in natural finishes of late), in addition to the usual walnut, oak, and mahogany, and in metal, the grays and other patented finishes of metal equipment manufacturers.

The photograph just below shows a typical office corridor, trim and clean cut, though the colors introduce the true decorative note—random pattern brown cork floors, light tan trim of doors and base, and light cream walls. This corridor could be done in any of the color combinations previously suggested as typical modern colors for office atmosphere.

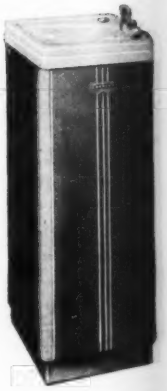
(*Turn to Page* 34)

Executive office corridor for an advertising agency. An atmosphere of strength and dignity achieved by well-planned simplicity of treatment and good color harmony.

OFFICE

LEFT:

SPIRIT CARBON SHEETS. A new spirit carbon sheet has been developed by Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N. Y., wherein the operator using it never has to soil her hands by touching the carbon paper. With the new Ready-Master, the operator simply reaches for the paper, removes the interleaving, places it in the typewriter, and is ready for work. These operations are shown on the accompanying illustration. The operator does not have to reach for a sheet of carbon, then for a sheet of master paper, register the two, and then place them in the machine and correct her registration before starting to type. After the master has been made the carbon paper can easily be separated by tearing it off along a perforated line. The carbon paper has a border of white on top and bottom so that when the operator tears the carbon off, her fingers do not become smudged.



RIGHT:

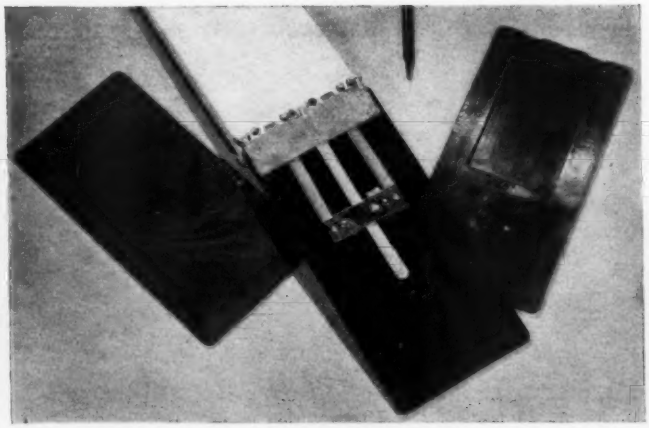
ELECTRIC WATER COOLER. Quieter operation, easier accessibility to working parts, gunmetal furniture finish, and 100 per cent increase in cooling capacity are provided in the new line of electric water coolers announced recently by Cordley & Hayes, 443 Fourth Ave., New York. Models may be had for use with bottled water, or for connecting to existing water supply. The bubbler model shown has a Cold Saver feature which takes advantage of the cold waste water to pre-cool the incoming water. All models are self-contained, occupy a minimum of floor space. Bubbler models can be equipped with goose neck or push back glass fillers.

LEFT:

STEEL STOOLS. New on the market is the complete line of steel stools being introduced by Lyon Metal Products, Inc., Aurora, Ill. The new line includes seven heights, from 18 inches to 30 inches in multiples of two inches, and there are 112 models available. The models are built around an all-welded basic steel with forged steel, dome shaped feet and steel seat. To this stool may be added a pressed wood seat; adjustable steel back; rubber feet; rubber feet with steel glides, or casters. Most important of the exclusive features are the all-welded, non-breakable construction; unusually large seat area; strong channel brace-foot rest a uniform distance below seat on all heights; round edge, steel band construction with no rough edges to snag or tear clothing; tapered legs that insure safety against tipping. All accessories are interchangeable and may be attached at any time. Green and brown are standard colors; others are available at a slight extra cost.

BELOW:

LOOSE LEAF COVER. Innovation in loose leaf covers is this one from S. & D. Loose Leaf Co., 427 N. San Pedro St., Los Angeles. The new cover, 4½ by 9 inches in size, is molded of Durez plastic, will not dog-ear, split, tear, crack. The fine-grained finish on the outside makes it easy to grasp the cover without slipping, resists mars and scratches. Finished in solid black, the cover will not show dirt or wear. Typical use illustrated is for a meter-reader's daily reading report.



ABOVE:

RIBBON ATTACHMENT MACHINE. The Bates hectograph ribbon attachment converts any Bates numbering machine into a numbering machine which will make Ditto master copies. Numbers made with this unit will copy on any gelatin duplicator. It may be used for order and invoice numbers in a Ditto gelatin order and billing system; for check numbers in a Ditto payroll system, etc. The ribbon attachment becomes an integral part of the machine. Priced at $7.50 in addition to the list price of the numbering machine. From Bates Mfg. Co., 30 Vesey St., New York.

EFFICIENCY AIDS

BELOW:

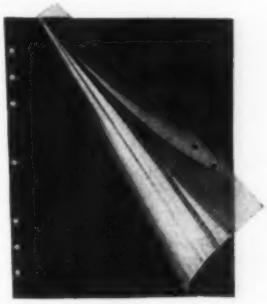
AIR CIRCULATING UNITS. The Kisco Co., Inc., 39th St. and Chouteau Ave., St. Louis, Mo., has announced two new models in its Circulair line of air recirculators. The Utility model (shown at the left) serves as a table for telephone, magazines, other purposes, is finished in black and chrome, has a 3-speed, 12-inch unit in its base. On the right is the Nu-Smoker, a combination smoking stand and air recirculator, suggested for the reception room, the home, or the office. It is finished in Metalescent bronze with chrome trim, contains a 7-inch, 5-blade unit, stands 25 inches high. The smoking stand has a disappearing ash receiver. The air recirculator unit in both models lifts the cool air up from the floor, distributes it upward and outward in all directions, creates no drafts or blasts.

ABOVE:

OFFICE ESSENTIALS appropriately titles this kit from Cardinell Corp., Montclair, N. J. The kit contains a bottle of Ink-Out ink and stain remover, a 1½-ounce bottle of OK type cleaner with applicator, a 1½-ounce bottle of oil with a 1-drop applicator, a tooth brush style typewriter brush, and a large size celluloid erasing shield. The kit retails for 69 cents.

RIGHT:

TRANSPARENT FOLDERS. Joshua Meier, Inc., 36 E. 10th St., New York, recently added a number of standard sizes of envelopes and folders to its line of transparent products. The folders are made of heavy gauge celluloid acetate, retail for 20 cents, have a black backing sheet, and are punched for 7-ring binders. The firm has the sheet available for visible punching. A sample of the package containing the folder and backing sheet, all in an attractive full-view Cellophane package, may be had from the firm.



LEFT:

AIR MAIL LABEL HOLDER. The No. 130 holder of air mail stickers from Handy Roll Co., Oakland, Calif., now contains 150 labels instead of the usual 100. It may be had from the firm's eastern distributors, Seymour Conover Co., 350 Broadway, New York.

BELOW:

DESK SET. New from Robinson Mfg. Co., Westfield, Mass., is the plastic Pen-in-Ink desk set, of modern design, and embodying four features. The pen, always above the ink level so that ink cannot flood or creep up on the penholder, rests in a socket that can be adjusted to supply the correct amount of ink. It is styled with a flat base, requires no special ink. The reservoir needs filling but once or twice a year. Simply take off the cover and pour in the ink. This No. 61 set sells for $1.85, comes in brown or black with either broad, medium, or fine nib in the pen.

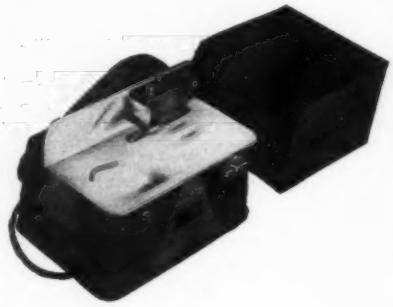
BELOW:

DESK CALENDAR. The continued trend of office equipment development in plastics is revealed in this Automatic desk calendar available in black or walnut from Keith Clark, Inc., 350 Hudson St., New York. It's a new type calendar, having a special construction that holds sheets tight, yet permits their daily removal without tearing. Molded of Durez plastic, its smooth, round corners and modern lines make it an attractive desk accessory. The base has a steel platform inside the plastic frame that supports the 5 by 8-inch calendar pad. An etched metal plate may be set over the panel at the top for advertising purposes.

LEFT:

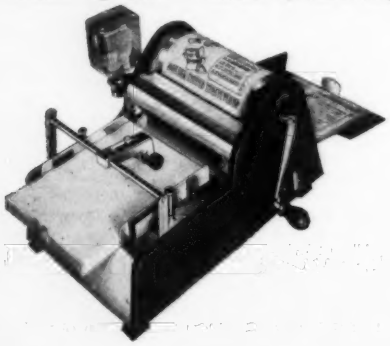
ADDING-FIGURING MACHINE. A new adding-figuring machine which computes 60th fractions has been announced by the Underwood Elliott Fisher Co., 1 Park Ave., New York. This model was particularly designed for use in defense production preparations to add and subtract minutes or hours, but is also suited to any business which uses this data in figuring work. This machine will add and subtract minutes, as they accumulate, to make hours, and will also give a listing and total of actual hours and minutes. One of the uses for which this machine was designed is the figuring and recording of flying time in connection with the airplane industry. This Underwood Sundstrand keeps the ten-key keyboard operation principle for touch figuring, and a single extra key allows the 60th fractional feature to be disconnected so the machine can be used as a straight adding machine with direct subtraction and credit balance features.

in the OFFICE MACHINE FIELD



BELOW:

WICKLESS LIQUID DUPLICATOR. A new moistening principle has been announced by Wolber Duplicator & Supply Co., 1207 Cortland St., Chicago. Their Model Master Copy-Rite liquid machine does not employ the aid of wicks or pumps but accomplishes roller moistening by a series of special rollers so that all copies come out face up. The machine delivers one copy for each turn of the handle. A new type of automatic paper feed has been developed which handles various stocks of paper and cards from postcard size up to 9 by 14 inches. The fluid is fed into the machine on a gravity principle. A constant level airlock liquid control keeps the fluid flow uniform at all times. Accurate registration is insured by timed stop rollers.



ABOVE:

LETTER OPENER. The Bircher Co., Inc., 192 Mill St., Rochester, N. Y., has placed on the market a new Model A-9 Lightning letter opener. The model possesses flexibility through a new mail feeding principle that insures a fine, straight cut from the edge of all envelopes without damage to the envelope's contents. It will open diversified mail, long and short, and thick and thin envelopes, without any adjustment having to be made to the machine. The machine will open safely bulky mail that previously could not handled on the high speed letter openers. Designed for use in offices having overweight, as well as thin incoming mail, the model is especially adapted for use by Insurance companies, oil companies and financial institutions. It is equipped with a high speed ventilated motor that insures the machine against overheating.

RIGHT:

COPYING MACHINE. Offshoot of the automatic telegraph is this Multifax, a business machine which automatically prepares master plates, paper stencils, hectograph master copies, and tracings from written matter, blueprints, or drawings. Automatic reproduction of master copies is accurate since copies are exact facsimiles, need not be compared with originals. Master copies in the 8½ by 11-inch size can be made in 12 minutes; while the 11 by 17-inch size takes 24 minutes. The machine may be described as a metal cylinder upon one end of which the original matter is placed, and upon the other end the metal plate, wax stencil, or other material upon which the master copy is to be produced. A beam of light which moves laterally along the revolving cylinder scans the original. As dark areas are scanned, a stylus is brought into contact with the surface; as light areas are scanned the stylus is retracted. The operation of the machine is simple. From Western Union Telegraph Co., 60 Hudson St., New York.

OFFICE EQUIPMENT

ABOVE:

MACHINE-HEIGHT DESK. In addition to advanced designing and modern appearance, this GF machine operator's desk is made highly efficient and more functional because of its corner inset for placing calculating or adding machines within easy and comfortable reach. Desk-top working space is always clear of machine, yet both machine and work are close together. The General Fireproofing Co., Youngstown, Ohio, is the maker.

ABOVE:

PORTABLE ADDING MACHINE. Multiplication and sub-totals are new features on this Model 7163-3 portable adding machine from Remington Rand, Inc., Buffalo, N. Y. It replaces Model 7165-3 in the line, lists five columns and totals six columns. Key tops are white with black letters, and the finish is black crinkle in order to conform with other models in the line. There is no increase in price in this model.

ABOVE:

PENDAFLEX DESK DATA OUTFIT. Instant, one hand reference to desired data, rates, schedules, prices, etc., is available to office workers with the Pendaflex desk data outfit. The outfit consists of a bottomless steel tray in which are suspended twenty-five angled tab folders with a supply of a hundred suggested headings. Because the folders are suspended, they cannot lean or sag and all headings are always on the same level. Folders opened for removal of papers remain open for their quick replacement. Pendaflex outfits, available in both letter and legal sizes, will fit in the lower deep drawer of modern desks, are manufactured by Oxford Filing Supply Co., 340 Morgan Ave., Brooklyn, N. Y.

BELOW:

FOUR HOUR SAFE. A new and large size A grade four-hour safe was recently announced by Victor Safe & Equipment Co., Inc., North Tonawanda, N. Y. Designed particularly to house plans and drawings, it will file sheets 26 by 40½ inches without folding, when equipped with map drawer sections. It will also accommodate four visible record cabinets for 8-inch wide cards. The new safe may be had in the B grade (two hour), bears the certification labels of the S.M.N.A. and the Underwriters' Laboratories.

OFFICE NEEDS

LEFT:

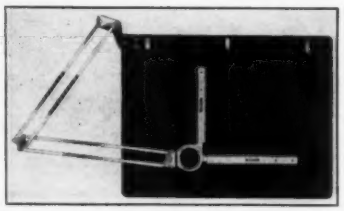
DRAWING INK. The ¾-ounce desk bottle of Higgins drawing ink has a little brother in the redesigned 10-cent size just released by Chas. M. Higgins & Co., Inc., 271 Ninth St., Brooklyn, N. Y. The new bottle has a concave neck and shoulder, permits the stopper to be removed with one hand. The new bottles are stoppered with a flat top cork containing no quill since the firm believes that the majority of users of the small-size bottle will not use drafting or lettering pens requiring a stopper equipped with a pen filler. Bottles are shipped a dozen in a corrugated box, are now individually cartoned. Available in waterproof black only.

RIGHT:

BRASS NAME PLATES. Effective way to identify an executive's office is by use of engraved brass name plates. Art Colony Industries, 69 Fifth Ave., New York, has these name plates in two sizes. The 3 by 1⅞-inch size sells for $1.35, while the 3⅜ by 2⅜-inch size sells for $1.50. Different sizes will be made to order. Name plates may be engraved in Old English or block letters, can be easily attached or removed.

LEFT:

HECTOGRAPH HAND CREAM. Another addition to the Columbia line of hectograph supplies is an improved ink and stain remover cream, about one-third more effective than its predecessor. Like the original Rainbow hand cream, the new product is available in 6-oz. tubes and 1-lb. jars. The new cream is effective in removing stains from hectograph, Mimeograph, duplicator and typewriter ink from the operator's hands. In addition it is beneficial, softening and soothing to winter-chapped hands. From Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N. Y.



ABOVE:

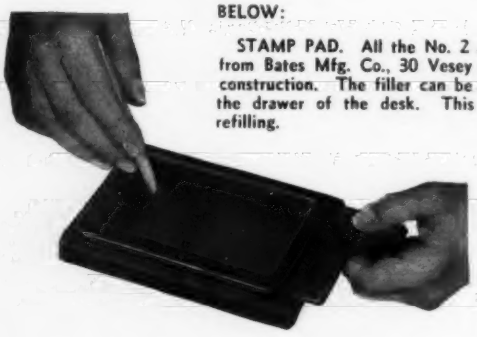
PORTABLE DRAFTING MACHINE. Paper sizes from 9 by 12 to 18 by 24 inches can be accommodated on two new portable drawing machines recently announced by The Drafto Co., 156 Walnut St., Cochranton, Pa. All models are mounted on Masonite board, with parallel arms and protractor plate made of stainless steel. On the small-size models (for 9 by 12 and 10 by 15-inch paper) the scales are made in one piece and permanently attached to the protractor plate. On the larger sizes (for 12 by 18 and 18 by 24-inch drawings) the protractor is equipped with a vernier for ½ degree readings. Also, a latching device is provided to lock the scales at 0, 30, 45, 60, and 90 degree readings. The various models list from $4.50 to $19.75.

BELOW:

PENCIL POINTER. The Long-Life pencil pointer has but one abrasive, fused into a waterproof base. A sponge rubber disc is mounted on the handle, acts as a graphite wiper and point smoother. The handle is beveled on the edges. The entire pointer is washable, or the grit and handle can be cleansed with a gum eraser. It is claimed that neither humid nor dry atmosphere will affect the pointer. Available in two sizes—6 and 7¼ inches long—to retail for fifteen cents, it comes from Stempel Mfg. Co., Waxahachie, Tex.

BELOW:

PENCIL SHARPENER. Here is an automatic pencil sharpener that has no buttons to press, no switches to turn, no crank to grind. Simply put the pencil in the sharpener and the Electro-Pointer sharpens it in a jiffy. The unit is housed in a black Bakelite or ivory Plaskon case, has a rubber-felt base pad, shaving-receptacle drawer, AC or DC motor, Oilite bushings, case-hardened cutters with pencil point adjustment. A product of Triple "E" Products Co., 4517 Olive St., St. Louis.



BELOW:

STAMP PAD. All the No. 2 and No. 2-A MunKee stamp pads from Bates Mfg. Co., 30 Vesey St., New York, now have a new construction. The filler can be slipped in and out in a jiffy, like the drawer of the desk. This feature facilitates cleaning and refilling.

GOOD
FOR CUSTOMER GIFTS
GOOD
FOR EMPLOYEES
Because they're
SHEAFFER'S
Fineline
QUALITY

Give them to the Boys Leaving for Camp!

When YOU try to use some of the things that companies give to customers or issue to employees, you wonder at such a waste of good money, and marvel that anybody expects such things to build good will . . . That accounts for the rising popularity of Sheaffer's lithographed Fineline industrial pencils.

Try one! Experience Fineline's easy "feel"—see its dense, always-the-same line—see the gold-filled trim, (not electro-plated)—use the generous eraser—note the crisp carbons and neat, accurate figures it makes. That's what you want your company's employees and customers to have! And Fineline *lasts;* it has the surest, sturdiest mechanism of all!

Not Costly!

Figure with your dealer on the quantity you require. The quantity price is LOW!

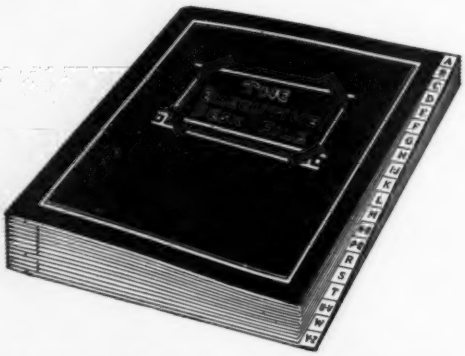
OR SEND US YOUR TRADE-MARK

Send us your trade-mark as it appears on your letterhead or in a piece of literature. We will tell you how it can be reproduced exactly on the Fineline pencil, how many colors it will take, and how much it will cost. W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa, U.S.A. "Pen Capital of America."

To answer the above ad use QUICKMAIL COUPON No. 31

The most convenient spot for your personal papers, receipts, etc. is in you own desk.

Put the EXECUTIVE DESK FILE with celluloid A to Z tabs in your large desk drawer and you can get at it immediately.



Durably constructed with rigid covers makes tabs always readable. Expands up to 18 inches.

ORDER BY NUMBER FROM YOUR STATIONER or Use QUICKMAIL COUPON No. 17.

B3CT—Tabbed A to Z **B4CT—Tabbed 1 to 31**

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New '41 Catalogs Now Available

QUALITY PARK ENVELOPE CO.

General Office & Factory
Quality Park
St. Paul, Minnesota

Chicago Office and
Warehouse
11-116 Merchandise Mart

ATMOSPHERE IN THE OFFICE LAYOUT

(*Continued from Page* 27)

The two photographs on page 26 show typical junior and senior private executive's offices. The color combination of the walls, floors, furniture, drapes, and blinds introduces a distinct atmosphere. The senior executive office has the additional decorative wood wainscot.

A general open office where sit fifty to a hundred or more people as office workers should receive the same study in color combination, as light reflection and color irritation can be eliminated and a background suggestive of the type of business conducted can be created.

"STRATEGY IN SELLING"

A set of seven pocket aids to help the salesman close more business, appropriately titled *Strategy in Selling*, has been published by The Dartnell Corp., 4660 Ravenswood Ave., Chicago. The manuals present helpful sales training aids, sell for $6 the set, or $1 for individual titles. Individual book titles are Planning the Sale, Getting Better Interviews, Making the Presentation, Disposing of Objections, Closing the Sale, Managing Your Time, The Way to Leadership.

The manuals are based on the sales strategies of top-flight salesmen in action, contain no ABC elements of selling. Rather, they deal with situations that salesmen meet today and give them access to methods which other successful salesmen are using to meet these situations.

PAPER PUNCH LINE AVAILABLE

To meet the particular requirements of stationery houses and business offices, The Challenge Machinery Co., Grand Haven, Mich., has developed a full line of paper punches ranging in size from a small junior model up to a heavy duty foot-power unit. These punches have self-sharpening dies available in a wide selection of sizes and designs. Open sides are provided so that sheets larger than the capacity can be punched.

The standard Challenge-Sieber hand punch will punch holes up to 8½ inches, center to center. The Junior hand punch has the same capacity, is recommended as a combination office punch. The firm's Tandem hand punch is designed for bench use, will punch any distance between centers up to 18 inches.

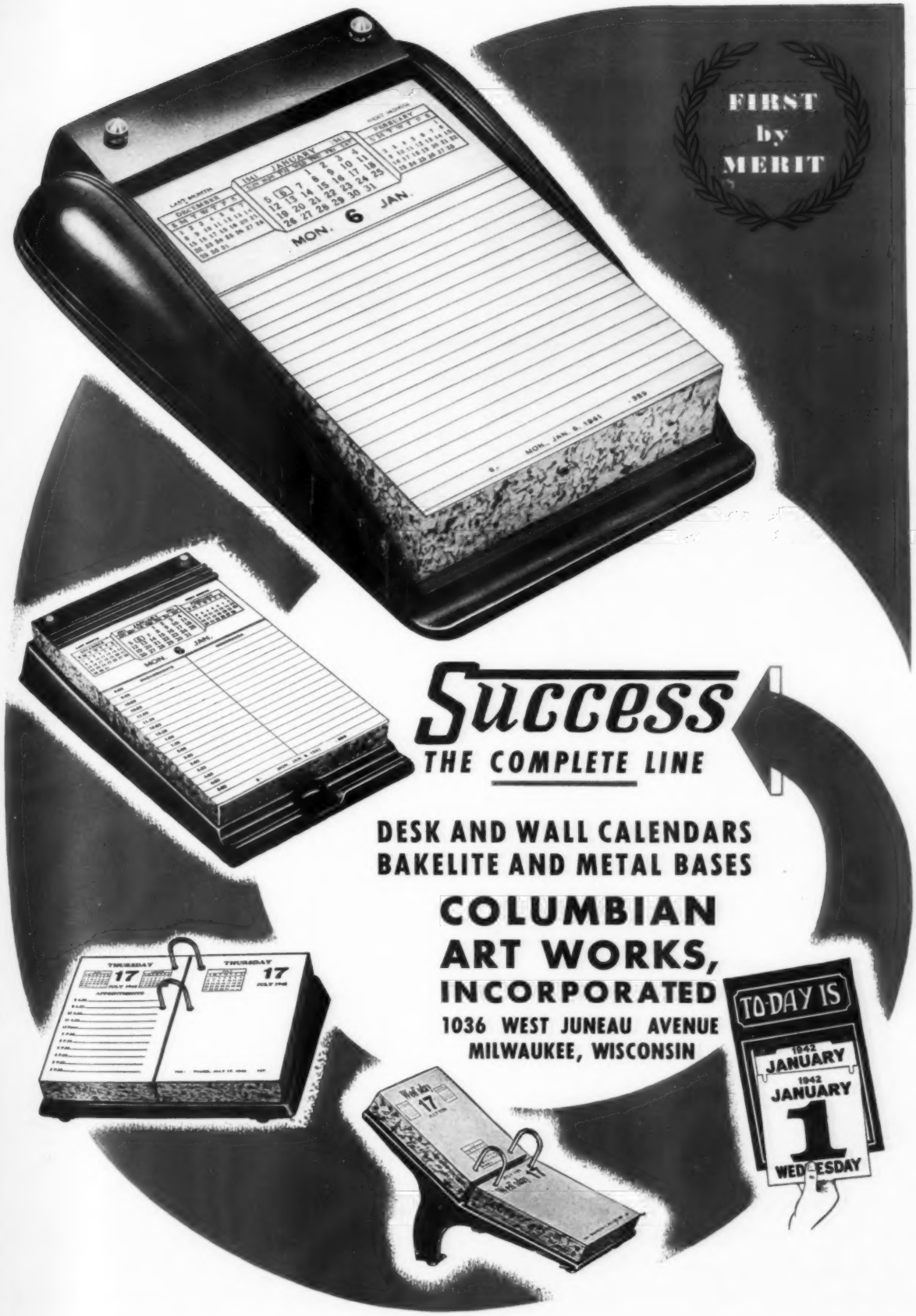
Punches are also furnished in heavy duty models for punching a number of holes placed close together.

PLASTIC MATERIAL FOR LETTERING DISPLAY SIGNS

Stylo-Plastic, a plastic compound for making signs and special lettering, is a new product being distributed nationally by Klarion Merchandising Corp., 17 W. 45th St., New York. With Stylo-Plastic, one can letter on glass, fabric, metal, wood, paper, and lettering on any size, shape, or manner can be produced. Feature of the compound is the three-dimensional effect it produces.

The product is said to be long lasting, will not fade, run, or crack, has quick-drying properties, sets to a permanent hardness in a short time. It is now made in Chinese red, royal blue, light green, ivory, brown, purple, black, yellow. A standard can, enough to make about 75 signs, together with full equipment and instructions, is priced at $3.50.

Quickmail reply coupons to communicate with advertisers appear following pages 18 of this issue.


FIRST by MERIT
MON. 6 JAN.
Success
THE COMPLETE LINE
DESK AND WALL CALENDARS
BAKELITE AND METAL BASES
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1036 WEST JUNEAU AVENUE
MILWAUKEE, WISCONSIN
TO-DAY IS
1942 JANUARY
1942 JANUARY
1
WEDNESDAY

Break The Bottle-Neck
Caused By Obsolete Large Sheet Filing Equipment!

DO AWAY WITH INACCURATE, OBSOLETE TIME WASTING ROLLS, DRAWERS AND BINS!

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VERTICAL FILING EQUIPMENT
for filing

BLUEPRINTS TRACINGS MAPS
CHARTS and ALL LARGE SHEET RECORDS

Fast—Safe—Accurate—Compact

Used by state departments, municipalities and outstanding construction and manufacturing firms. May be installed anywhere—along walls, or in filing cabinets, closets and safes.

Also sold in special units and cabinets.

Send QUICKMAIL COUPON No. 29 today for details and prices.

ACCOWAY *DIVISION*
ACCO PRODUCTS, INC.
39th Avenue and 24th Street, Long Island City, N. Y.

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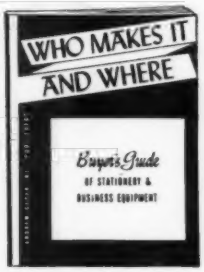
REFERENCE BOOK

FOR THE BUYER OF OFFICE EQUIPMENT & STATIONERY SUPPLIES



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America's Best Carbon Paper

Carter's MIDNIGHT CARBON PAPER

Here's why Secretaries insist on it

- **MIDNIGHT** is unusually clean to handle
- **MIDNIGHT** is economical to buy
- **MIDNIGHT** makes clear, sharp carbon copies
- **MIDNIGHT** is noted for extra-long wear
- **MIDNIGHT** design assures you the same high quality on every order

Send QUICKMAIL COUPON No. 30 for Free Sample Folders

The Carter's Ink Company,
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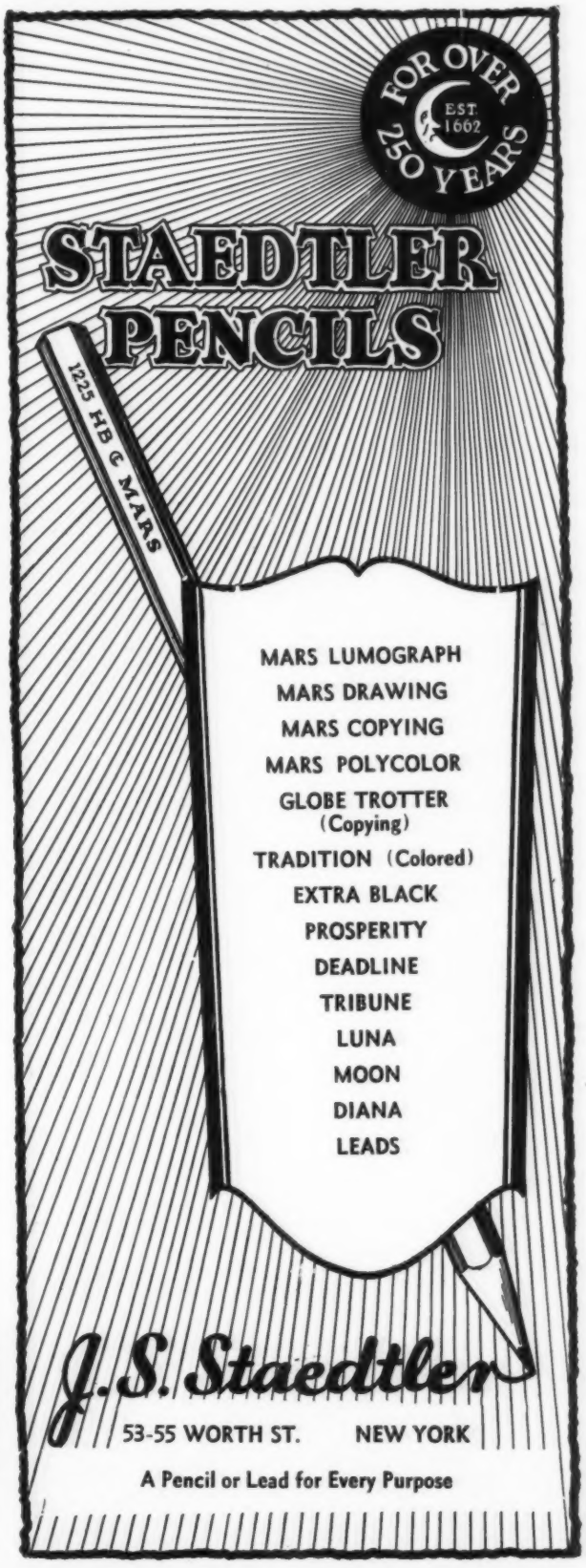
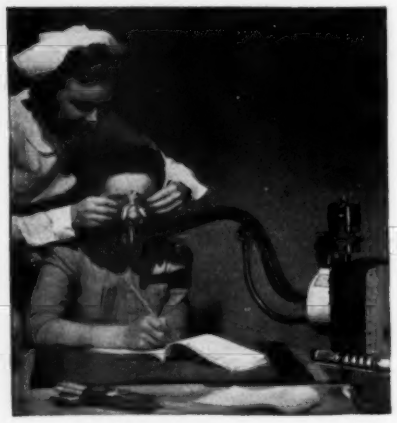
Carter's
MIDNIGHT CARBON PAPER



RESEARCH



Pencil switchers save 50% . . .
Pretty, serious-minded Mary Ellen Smith, expert stenographer, has the metabolism machine adjusted preparatory to undergoing the writing-fatigue test at a leading Eastern university. Mary Ellen is one of the group who participated in the experiment. Object: to determine which brand of pencil induced the least writing fatigue, and to what extent.

Results were remarkable
Final score showed that 50% of energy expenditure was saved when a switch was made from wasteful, inferior brands to Dixon Ticonderoga pencils.

Even more astounding
was the difference expressed in terms of everyday energy expenditures. In 4 hours the energy consumed with wasteful, inferior pencils was equivalent to climbing up 29 flights of stairs of 15 steps each with a short pause between flights.

Of particular interest to purchasing agents
are the conclusions: smooth-writing, scientifically standardized Dixon Ticonderoga pencils save a good chunk of the stenographer's daily fund of energy, make for much easier, less irritating work, go a long way toward eliminating the wasteful errors that come from human fatigue. The same thing applies to all steady pencil users in an office or school. Insist on Dixon Ticonderoga pencils.

LONG ON ECONOMY, SHORT ON COST
An extraordinary 5¢ pencil. Get quantity quotations from your stationer or stationery dealer. Joseph Dixon Crucible Co., Dept. 6-J4, Jersey City, N. J.

DIXON
TICONDEROGA
PENCILS

•

Appearing in TIME Magazine This Advertisement is of Especial Interest to PURCHASING AGENTS and OFFICE MANAGERS

•

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 11

OFFICE STANDARDS

(*Continued from Page* 25)

respondence standards and related mailing practices.

Office methods, that is, operating routines of this company, are established by the methods staffs of each operating department. Coordination, as may be necessary, is effected by agreement between departments involved. Generally, each operating department has a headquarters staff and each of the methods units is a part of an operating department staff. In some cases, branches of these staff organizations are located at remote points, such as in the manufacturing plants at Chicago, Kearny, and Baltimore. Under either form of control, routines involving local organizations are published and distributed to every unit of the company, but only after agreement that the procedures are satisfactory.

Each operating department has its own series of instructions. General staff organizations, such as those of the comptroller, treasurer, and personnel director, issue "directions" which are mandatory for other organizations whenever necessary to carry out the policies and functions for which the executive staff officers are responsible. These directions are generally republished, with the addition of necessary and appropriate detail, as departmental instructions.

Greater Coordination, Standardization Needed

This method of attack has been reasonably successful over a period of years, although there is a need for greater coordination between departments, for more standardization of the same or similar practices in different departments, and for eliminating duplicate effort on studies of office procedures and equipment.

The usual method of measuring results is by tabulating savings, and it is relatively easy to credit to the Western Electric standards work annual savings in the order of five to ten times the cost of doing the work. This seems worth-while without argument. This outline of the Western Electric organization is given that you may see a fairly complex set-up for standardization.

Another form of organization, quite effective if very carefully administered, guided and stimulated, involves creation of a group of specialists who make their studies and form their conclusions from their findings. This can be called a bureaucratic type of attack. It can easily become autocratic and lose effectiveness. A definite requirement for such an organization is specially trained engineers. Many executives decry the term "engineer" in connection with office equipment and practices. An engineer on standards must have training in the en-

For **QUICK** *Communication*

Use the ready-made QUICKMAIL Reply Coupons Following Page 18 of this issue.

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Relieves Eye Strain . . .

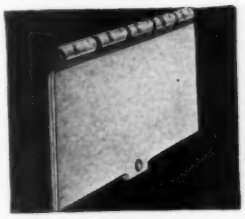
Specially designed convex shape magnifies 35% . . . Ordinary lettered or typewritten inserts are enlarged to perfect legibility. Speeds filing and finding.

No Stooping or Craning

Insert placed at 45° perfect reading angle, the lower file drawer is as accessible as the upper drawers for quick and convenient reference.

No Cuts or Scratches . . .

Smooth contour, plastic surfaces eliminate completely the possibility of broken finger nails or injury to the file clerk . . . no sharp projections to snag record . . . non-inflammable.



Write for Samples

We will gladly send samples—No obligation. Use QUICKMAIL COUPON No. 32.

FILING DURABILITY SUPPLIES

C. L. BARKLEY & CO.
ESTABLISHED 1921
Manufacturers of Filing Supplies
517 S. JEFFERSON STREET CHICAGO, ILL.

AMERICA IS GOING AIR MINDED WITH

The Original, Pioneer and Patented

KISCO

CIRCULAIR

"Successor To The Fan"

AIR RECIRCULATORS

IMPROVED IN APPEARANCE AND PERFORMANCE . . . DESIGNED, BUILT AND GUARANTEED BY KISCO!

Not Three . . . But FOUR BLADE assemblies! Not 3620 . . . But 4200 C. F. M. capacity! More beautiful . . . More effective . . . They not only cool in an entirely different manner, but they dispel smoke and fumes, and keep ALL the air in a room constantly recirculating. Not one . . . But TWELVE models . . . A size and style for every need . . . A complete line of Time-Tested, Proven and Patented units.

The "UTILITY"

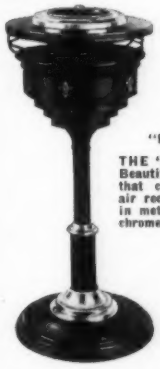
THE "UTILITY" . . . A handsome and useful table which conceals a powerful 4-blade, 3-speed air recirculator. 4200 C.F.M capacity. Black and chrome finish.

The "LO-AIR"

THE "LO-AIR" . . . is a low table model in black and chrome. Four blade assembly, 3-speed control; moves 4200 Cu. Ft. of air per minute.

The "MAJESTIC"

. . . Tall, Stately, pedestal type air recirculator of utmost beauty and efficiency. Rich satin-silver finish.



The "NU-SMOKER"

THE "NU-SMOKER" . . Beautiful smoker stand that conceals a powerful air recirculator. Finished in metalescent bronze and chrome.

The "SENATOR"

THE "SENATOR" . . . Serving tray, smoker and air recirculator combined. Two-tone tan and chrome.

THE "MAJESTIC"

PROTECTED BY PATENTS

U. S. Patent Numbers: 75,485—76,012—101,479—107,777—109,012—114,222—114,223—114,224—1,694,214—1,712,698—2,130,802—Other patents applied for.

USE QUICKMAIL COUPON No. 46 FOR COMPLETE INFORMATION . . . OR SEE YOUR STATIONER

KISCO COMPANY, INC.
39TH STREET AT CHOUTEAU ST. LOUIS, MO.
Designers and Manufacturers of Heating, Cooling and Ventilating Equipment

Sturgis
POSTURE CHAIRS

Easy, quick, positive adjustments

"A model for every need"

No. 505
With ventilated seat

Sold by office equipment dealers everywhere
Use QUICKMAIL COUPON No. 28 for 1941 Catalog
STURGIS POSTURE CHAIR CO.
Magnolia Street Sturgis, Mich.

The Technygraph Lettering Kit is a Time- and Money-Saver for Every Office!

Users everywhere are voicing eloquent approval of our new MASTER PRINTER with orders and re-orders!

TECHNYGRAPH

- THE MASTER PRINTER KIT, illustrated above consists of an adjustable drawing board, self-locking T-Square, large bottle Master Printer Black Drawing Ink, Lettering Guide, and Pen.
- THE MASTER PRINTER KIT is a set of many uses. Its *60 different* lettering guides offer styles suitable for making PRICE TAGS, SHOW CARDS, ANNOUNCEMENTS, DIPLOMAS, STAMP PAGE LETTERING, NEGATIVE TITLES, BLUE PRINT TITLES, MOVIE FILM TITLES, LAYOUTS, MASTER COPIES FOR MULTIGRAPH DUPLICATOR, etc., etc.

Write today for descriptive circulars.

The Technygraph, TECHNY, ILL.

gineering and business methods fields to be successful.

By and large, while the committee form of attack is slow, ponderous, and exasperating—particularly to the one-man stimulus always required—it is the democratic way and produces results which have a far wider acceptance because of the mere participation of all interests in the movement.

Thus, to anyone undertaking such a program, it is suggested that at least the start be made on the all-sharing committee basis. Later certain participants may prove ideal timber from which to form the faster moving staff form of organization made up of engineers, but seasoned engineers who will avoid the autocracy which is abhorrent to the idea and can cause failure.

With such an organization the study and establishment of standards becomes a matter of detail, such as what to standardize in what order, how to record and how to enforce.

Standardization of Office Equipment

The items which seem to me to be the most susceptible to standardization in the ordinary office organization are furniture, appliances or machines, supplies, forms and paper stocks, and miscellaneous procedural items.

Furniture can include desks, tables, chairs, wardrobes, mail sorting racks, collating tables and racks, filing cabinets (both insulated and un-insulated) safes, rugs, linoleum or other floor coverings, draperies, stands, bookcases, and anything else of similar character.

By what factors does one effect standards on furniture? Well, in bulky objects size is of first consideration. What is the minimum efficient size to do the job? Size affects floor space. Floor space means annual rent. For instance a desk 32 x 50 inches seems to be as large as an ordinary person can use efficiently. As compared with a 34 x 60 desk, including ordinary allowance for aisle spaces, there is a difference of 6 square feet. At, say, $2 per square foot each such larger desk may involve an annual rental increase per position of $12.

Another factor for study would be finish; involving not only durability and maintenance but also color, as related to the office. The durability and maintenance of furniture finishes definitely are cost factors to a well house-kept business. Study to determine the best can easily give profits.

Study of color is less tangible. Color, however, can effect morale and efficiency, as proved by all color experts. Yet, personal likes and dislikes being what they are, color studies are very tricky. It is hard to obtain uniform or even majority opinions, even among experts.

More factors to study, say in floor coverings, would be those involving rugs and carpets. The pitch, wire, pile height, wool, jute, and cotton per carpet yard—all these affect wearing quality. Repairability and suitability for cleaning are important. Floor coverings are expensive. Proper treatment pays dividends.

Insulated files for protection of records can form a fertile field for study. In this case not only files but building construction and surrounding hazards must be studied carefully. The savings resulting can take the form of reduced investment, for in many cases so-called maximum protection is found unnecessary. Reduced insurance premiums frequently pay for the cost of properly planning and applying standards and then render good profits thereafter.

These examples serve the purpose of illustrating the wide-spread sources for savings in furniture and take us

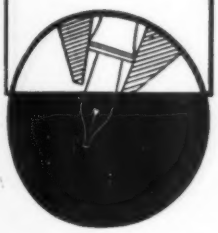
The New Robinson Pen-in-Ink

BUILT TO WRITE

Profits for you

at

$1.85

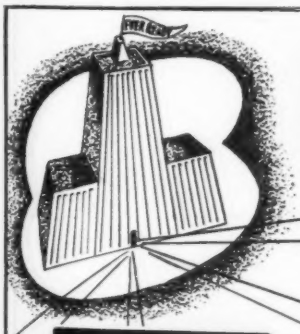


Newly styled in beautiful modern plastics, with the low base originated by Robinson, this new Pen-in-Ink embodies all the exclusive Robinson features. The Ink is in the base—pen is above the ink—it cannot flood or soil fingers. Pen rests in socket adjustable to individual needs and to supply of ink—the pen point always rests in ink, ready to write instantly. Simple to fill and clean.

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 42

The Pen That Never Fails—by the Originators of the Pen-in-Ink Idea

Robinson Manufacturing Co.
Westfield, Mass. New York Office: 225 Fifth Ave.



LABEL *Headquarters*

SINCE 1914

BECAUSE... since 'way back then, we've studied our customers' needs and set up the organization to fill them... A LABEL FOR EVERY LABEL NEED... at prices YOU can afford to pay!

BECAUSE... our entire personnel is alive to this spirit of progress and leadership.

BECAUSE... our equipment and machines are as modern as our thinking; the gummed paper we use is specially milled; our inks are full-bodied, full-color - - the best for labels.

Because YOUR MONEY SERVES US ONLY TO THE EXTENT OUR PRODUCT SERVES YOU!

free CATALOG
A REFERENCE BOOK FOR YOU, IN YOUR BUSINESS ...WHATEVER IT IS.

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 24

Ever Ready LABEL Corporation
150 EAST 26th STREET • NEW YORK, N. Y.

Ever Ready LABELS — Go Places and Do Things

COOK'S

STAINLESS STEEL FILE SIGNALS

Use QUICKMAIL COUPON No. 13

THE H. C. COOK CO., 18 BEAVER STREET, ANSONIA, CONN.

"EVERY COOK PRODUCT UNCONDITIONALLY GUARANTEED"

The Choice of Experience that's **Boston** *Model* **L**

There's a satisfaction in offering or possessing the best of its kind. And, in pencil sharpeners, experience chooses Boston. Add to satisfaction the fact that Boston Model L is unquestionably the largest pencil sharpener of its type and you have an unbeatable combination.

Boston Model L, like all Boston Pencil Sharpeners, is characterized by the famous Boston 15 Cutting Edges, by its larger chip receptacle, by speed and efficiency second to none.

MODEL L

C. HOWARD HUNT PEN CO.
Camden, N. J.

BOSTON
PENCIL SHARPENERS

to another very fertile field—that of appliances or office machines. This group of items does not contain many classes of material, but is one of the most complicated of all, and can be a potential source of huge savings.

For instance, typewriters. Scientific study of the writing machine will show that the five leading manufacturers all make good machines and that these manufacturers are constantly studying to improve the product. Yet a thorough understanding of the various operating characteristics of these five makes can result in making suitable applications of each to its most appropriate use with very fine savings.

Savings On Calculating Machines

A recent study made by Western Electric of calculating machines resulted in savings of more than $40,000 per year. These savings could be realized through:

a. Selection of the most efficient machine in a class—increased production at reduced cost.

b. Selection of the most suitable machine for the kind of work—that is, the use of a machine to multiply and divide or to add and subtract where these forms of calculating predominate.

c. Rearrangement of existing machines to apply them in their suitable fields of work.

d. Direct savings in investment.

This study took nearly two years to complete and the process of applying results will go on for some time. As a direct benefit the basic operating characteristics of all existent machines were recorded. From now on, new or redesigned machines can be tested and the results compared with the standards data, eliminating much lost motion in future study.

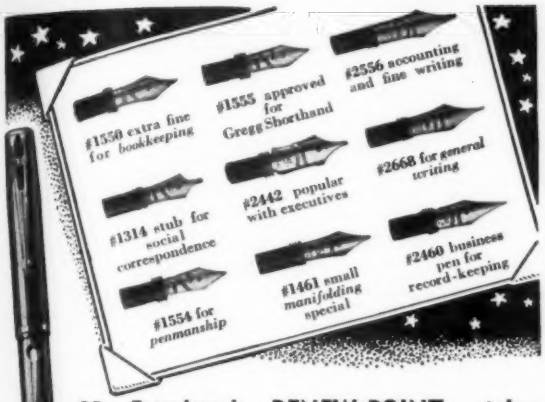
Other appliances and machines constituting a large part of every-day office work are included in the duplicating processes. Here we start with studies of typewriter manifolding qualities and proceed through the hectograph, (both direct contact and gelatine intermediate) the Mimeograph or stencil type and into the offset field such as Multilith, and the photographic work such as photostat, rectigraph, etc. These are all potential sources of real savings.

One of the very interesting phases in this field covers those types of equipment intended to reduce the volume of records—the making of so-called micro-photographic records. To any corporation required to keep complex records for long periods the photo film system can provide most interesting fields for study. An acre of record space can be reduced to a volume occupying one large safe cabinet by this process.

Standardization and National Defense

There is no question in my mind that in office machinery lies a large measure of success in taking up slack to meet our national defense program. The application of automatic machines on bookkeeping, stockkeeping, and many similar processes will release man power for production. The unavailability of trained help will force us into applying machines even over any resistance we might, unwisely, interpose. Yet, for success, such application cannot go "hog-wild." It must be planned carefully.

In the supply field there are literally thousands of items to study. Many of them do not provide sufficient potential savings to warrant study on an individual basis, but considered as a group and treated en masse the resultant improvement in working conditions, greater efficiency and reduced cost of material pay for the studies in the order of from 10 to 1 up to 25 to 1. Definite corollary studies of safety sometimes alone



31 *Esterbrook* RENEW-POINT *styles to fill every business writing purpose*

No other fountain pen meets every writing need so completely. Esterbrook is a business pen — made for business use. Complete Fountain Pens, black or colors, $1 and up. Renew-Points, replaceable by the user, 25c and up.

THE ESTERBROOK PEN COMPANY
28 Cooper Street, Camden, N. J.

Esterbrook
FOUNTAIN PENS

WORLD'S GREATEST PEN MAKERS SINCE 1858

For the Well Appointed **Executive or Salesman...**

we suggest the

DOPPELT'S No. A-2017
BRIEF BAG!

More and more salesmen, students and professional men are turning to this brief *bag* for its rich appearance, its rugged construction, and its exceptional capacity.

Look at these construction features.

Three pockets. Double capacity center pocket. Reinforced frame opening. Locking talon zipper. Flexible bottom and ends. Reinforced corners. Strong handles attached to full-length reinforcing straps sewn to case. Sizes 16" x 12½" x 7" or 18" x 13" x 7".

You and the other men of your organization will be proud to carry this handsome brief bag.

SEE IT AT YOUR DEALER'S
OR USE QUICKMAIL COUPON No. 23

CHARLES DOPPELT & COMPANY
412 Orleans St., Chicago, Ill. Opposite Merchandise Mart

Better Because it
LICKS 'EM ALL . . .

(Letters Pat. No. 2,016,216—Design Pat. No. 93,734)

PIKE

"BETTER MOISTENER"

CHECK THESE FEATURES
- √ Moistens 1 or a dozen envelopes at a time.
- √ Perfect for moistening large kraft envelopes.
- √ Quickly moistens every shape, size and type of label.
- √ Unexcelled for counting currency or sorting papers.
- √ No moving parts . . . self cleaning.
- √ 3" or 6" (wide) adjustable brush—

RETAILS No. 3—3" Porcelain $2.75. No. 3C—3" metal vitreous enamelled $3.25. No. 6—6" Solid Bronze $7.50.

Send your order now for this patented "Better Moistener" that has received U. S. Government awards for the past 8 years.

E. W. PIKE & COMPANY
Manufacturers
P.O. BOX 4 • ELIZABETH, N. J.

"Noesting"
Pronounced No-Sting

Paper Clips

Paper Fasteners

Thumb Tacks

Pins

Large Variety of Sizes and Styles.

Noesting considers QUALITY is of first importance.

NOESTING PIN TICKET CO., INC.
728 E. 136th Street, New York, N. Y.

STEP UP YOUR OFFICE EFFICIENCY *with* MASTER SPEED KEYS

To Meet the National Emergency!

MASTER SPEED KEYS FOR TYPEWRITERS

- Increase the number of letters per day.
- Prevent fatigue of typists by cushioning the blow and making typebars fly faster.
- Improve appearance of letters by providing clearer, sharper impressions.

A Soft Touch and Live Action

WITH MORE ECONOMY

Master Speed Keys are the only cushion keys Guaranteed for 3 years. Characters have a protective covering to prevent wear and soil. No rubber to deteriorate.

FOR FREE TRIAL Send QUICKMAIL COUPON 7 today!

SPEED KEY MFG., CO. 203 COLUMBUS PLACE BROOKLYN, N. Y.

CARBON PAPERS and INKED RIBBONS

WRITE Brand products fill the most exacting requirements. More clean, clear impressions assure economy and efficiency in every office.

FOR quality, service and satisfaction buy WRITE.

Send for free samples and prices.

WRITE INCORPORATED

420 Lexington Ave. New York, N. Y. Factory: Bridgeport, Conn.

HEYER *Quality* HEKTOGRAPH REFILL

RENEWS ANY PAN-TYPE GELATIN DUPLICATOR

Always Satisfies!

WRITE FOR PRICES

THE HEYER CORPORATION · CHICAGO

justify the work, with other elements of savings acting as pure net profit.

I mention safety at this point rather belatedly, for safety in the office should be one of the cardinal principles. One of the Western Electric installation divisions had a perfect safety score for 39 months. A boy in the office spoiled it, and his eye—the latter permanently. He hitched a string of rubber bands to a pencil and thumb-tacked the end to his desk. Something caught the rubber bands and there was a snap—a pencil point into the boy's eye and loss of sight. Far-fetched, yes, but definitely proving the need for caution. Safe equipment and layouts, pure soaps, sanitary facilities—they are all part of a safety-in-the-office-program that pays dividends.

First of two articles by Mr. Gage. The second will appear in May issue.

CURTIS LIGHTING EXPANDS

A new and modern plant in the Clearing Industrial District in the Chicago area is being constructed by Curtis Lighting, Inc., lighting equipment manufacturers. The new structure, being built in the record time of fifty days, will be a one-story, line-production plant, is designed to increase the firm's output from 30 to 50 per cent. "The constantly-growing demand upon production facilities," said Darwin Curtis, president of the company, "is due, in greatest part, to the growing acceptance of the fluorescent lamp."

PACKAGING CATALOG REVISED AND RE-EDITED

Announcement has been made of the publication of the 1941 Packaging Catalog, marking the thirteenth annual appearance of this encyclopedia of the packaging industries. The completely revised volume contains much new matter never heretofore published.

Under fifteen separate sectional classifications, every phase and aspect of packaging is covered in non-technical language, planned to aid the packager confronted with problems of design, merchandising, production, package law or shipping. Sectional breakdowns cover such subjects as: design principles, containers, wrappings and ties, bags, closures, labels, seals, tags, plastics, others.

Over 500 new illustrations have been incorporated into the edition, as well as many basic charts and diagrams. The 586-page volume is replete with inserts and samples of fancy papers, ribbons, labels, wraps, ties, weighs approximately seven pounds, is bound in boards with an embossed, tooled leatherette cover. It is published by Packaging Catalog Corp., 122 E. 42nd Street, New York, and priced at $2.50.

For QUICK *Communication*

Use the ready-made QUICKMAIL Reply Coupons Following Page 18 of this issue.

It takes only 1 minute plus 1c to make an inquiry!

Every Desk Worker Needs a PRESTO Desk Stapler

Complete With 500 Staples For Only

50c

- Streamlined design
- Finished in wine-colored baked enamel
- Rubber base protects desk and holds extra staples

The sturdy PRESTO Deluxe Desk Stapler is a magic time saver for desk workers everywhere. It sells on sight! One customer sells another! Join the PRESTO Time Saving Parade. Send QUICKMAIL COUPON No. 20 for sample, and let PRESTO open the way for more work per worker.

Metal Specialties Mfg. Co.

3202 Carroll Avenue — Chicago, Illinois

No. 836 Disappearing Handles Zip Ring Case

Most COMPLETE Line In AMERICA

MASHEK Cases are designed to meet every practical need for Executive, Professional or Student trade. First in Quality, Style and Choice—they are more profitable to sell and constantly increase dealers' good will.

FEATURE RING BINDERS NOW FOR STUDENT TRADE. WRITE FOR CIRCULAR NO. 4.

FRANK MASHEK & CO.
CHICAGO

"If it's made with leather, MASHEK makes it better."
New York Office: HAROLD ATWOOD, 280 Broadway

An Efficient Information Department is ready to serve you!

If you are interested in any office equipment merchandise or stationery products not illustrated or described in the monthly issues of OFFICE EQUIPMENT DIGEST, write to us!

We will be glad to pass your inquiry to an established source of supply or to tell you by whom the special products you seek are manufactured.

A complete and up-to-date file is maintained in our office so that we can give prompt and accurate attention to all your questions relating to sources of office equipment and supplies. You are invited to make full use of this service.

Information Department

OFFICE EQUIPMENT DIGEST
260 FIFTH AVENUE, NEW YORK CITY

"PHOTO-SNAPS"

... by NEWPORT

Visible Photo Album

$1.00 & UP RETAIL

An outstanding and practical new line of visible photo albums in outstanding colors priced to retail for $1.00 and up.

EACH TITLE VISIBLE AND PROTECTED with patented window of clear acetate.

PLACE FOR NEGATIVE.

EACH POCKET EQUIPPED with Black Mount with white title space. (Easy to type or write.)

BOUND IN GENUINE KERATOL.

COLORS		SIZES
Blue, Purple, Red, Lavender, Green, Tan	6 colors, 4 sizes	6x12, 7x12, 7¼x7¼, 9x12

NEWPORT *Specialty Company* 130 East 13th Street New York N. Y.

NEW OFFICE INSTALLATIONS

ABOVE:

HOSPITAL INSTALLATION. When the new Jefferson Hospital opened in Birmingham, Ala., recently, it was equipped with about $10,000 worth of office furniture, steel lockers, shelving, and supplies, sold by James A. Head, Inc., Birmingham dealer. The Head contract included Shaw-Walker desks, filing cabinets, other miscellaneous items; Medart lockers for doctors' and nurses' dressing rooms; steel shelving for linen and supply rooms; specially-designed Johnson chairs; and a large quantity of Harter steel posture chairs. Pictured is an office corner in the hospital.

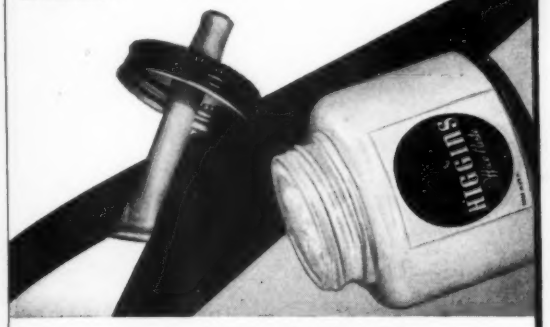
LEFT:

WATER WORKS INSTALLATION. Ambrose Printing Co., Nashville, Tenn., dealers, recently made this installation of office equipment for the water department of the City of Nashville. Consumer accounts totaling almost 50,000 are housed in a battery of Shaw-Walker insulated counter-height files, each drawer of which contains cross-filed ledger trays which hold the ledger sheets, all cross-indexed by streets. The linoleum counter top provides working space for the clerks. Trays can be removed from the drawers and rolled on carriages to the billing-posting machines shown in the top photo. All posting equipment is from Shaw-Walker, while the field book sheet holders are from Wilson-Jones Co.

YOU CAN'T SPILL
HIGGINS OFFICE PASTE

...one reason why it belongs on your requisition list • Higgins Office Paste is semi-liquid...it will not spill...yet it spreads easily, dries smoothly, holds firmly, is conveniently packaged, does not spoil while in use and has a pleasant, characteristic aroma.

It sells and repeats. Specify Higgins Office Paste... no substitute.



BUY IT FROM YOUR STATIONER

HIGGINS INK CO., INC.
271 NINTH STREET, BROOKLYN, N.Y.

HIGGINS

To answer the above ad use QUICKMAIL COUPON No. 9

A new MUST item!

"Select" Brand
Wire Bound No. 3000

VISIBLE PHONE INDEX

Handy — practical address and phone index wire bound —attractively printed brown imitation marble finish. Has 1941 calendar and alphabetized list for recording addresses, phone numbers, and names.
Inside top flap has space for recording important dates.
Cover can be had blank for special advertising imprints or special promotions.

LIST **10c** EACH

A 10c retailer without an equal...
Samples on Request
Available through your regular source of supply or write us direct.

NATIONAL PAD & TABLET CORP.
130 East 13th Street New York City

8 REASONS WHY— ASH-AWAY SMOKERS Are Preferred for OFFICE and HOME

- Provide a capacious and convenient receptacle for ashes and stubs.
- Provide (tray models) a really convenient place for refreshment glasses, matches, cigarettes.
- Always look clean and tidy —a press of the button drops ashes and stubs out of sight and smell.
- Avoid spilled or blown ashes.
- Avoid foul odors.
- Are easy to empty and clean—save work and annoyance.
- Protect rugs, floors and furniture against accidental burning.
- Are pleasingly styled—harmonize with other furniture.

Write for NEW 1941 ASH-AWAY CATALOG

NATIONALLY ADVERTISED

Ash-Away SMOKERS
THE NAGEL-CHASE MFG. CO.
2811 No. Ashland Avenue Chicago, Ill.
WORLD'S LARGEST SMOKER MANUFACTURERS

There's only **ONE** ALL-WEATHER Stamp Pad

It's a

FULTON Product...

Words are cheap . . . imitation is the sincerest flattery . . . but only FULTON makes a Stamp Pad that retains its splendid ink-uniformity indefinitely, performs normally regardless of the weather, stays dust-proof, lint-proof and sagless until you forget when you last paid any attention to it. Be not misled by exaggerated claims. Insist upon FULTON . . . . . .

SEND QUICKMAIL COUPON No. 35 FOR SAMPLE PAD.

FULTON SPECIALTY COMPANY
200 FIFTH AVENUE, NEW YORK CITY FACTORY AT ELIZABETH, N. J.

SUNSHINE and HYGEIA CUPS

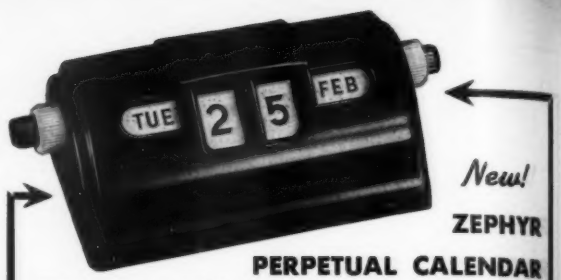
Winning More Users Every Day

SUNSHINE—America's finest one-piece round sanitary drinking cups and HYGEIA—the newest and finest wedge-shape nested cups are not luxuries but NECESSITIES. They protect workers from spread of colds and many other ills contracted through the mouth.

These finer hygienic cups are safety first "musts" in well-run factories and offices . . . rapidly banishing the dangerous common drinking glass and germ-laden unsanitary bubbler fountain. SUNSHINE AND HYGEIA CUPS MEAN GOOD BUSINESS BECAUSE THEY MEAN GOOD HEALTH.

Write for startling report on labor wastage—and generous free samples.

HERZ MANUFACTURING CORP.
Herz Cup Company Division
Dept. GT-4
840 East 134th St. New York, N. Y.



New!

ZEPHYR

PERPETUAL CALENDAR

Different from any desk calendar ever made because beautifully molded of lustrous Bakelite with larger letters protected by unbreakable windows set at perfect angle for "across the desk" vision and equipped with smart 2-color, *selectro* knobs. Black, walnut and ivory. A perfect gift, with or without name or ad placed on face. Use QUICKMAIL COUPON No. 47.

ZEPHYR AMERICAN CORP., 31 W. 47th St., N. Y.
Makers of the Famous Autodex

Step Up Sales to Photo Fans with Genuine Art Corners by ENGEL

NATIONALLY ADVERTISED for mounting snapshots, postcards, clippings, stamps, etc. It will pay you to select these two quality items for your own requirements or for gift or premium purposes.

Engel Pocket Art Corners

Will mount prints tight or loose, negatives can be filed in back. 100 of a color in envelope to sell for 10c.

Engel TRANSPARO Art Corners

"Clear as Glass." Complete visibility. Prints or stamps removable at will. 100 in baxette to sell for 15c.

Order from your wholesaler or write

ENGEL ART CORNERS MFG. CO., 4709-11 N. Clark St., Chicago, Ill.

LITHOGRAPHERS

since 1896

DISPLAYS • LABELS • BROADSIDES
BOX WRAPS • FOLDERS • POSTERS

LETTERHEADS

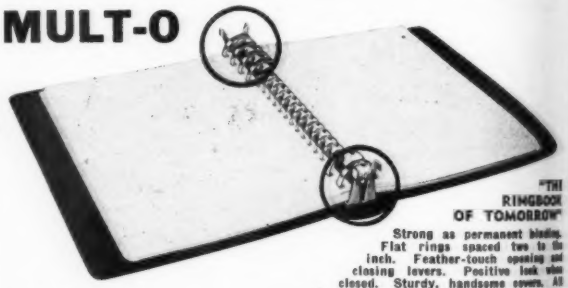
Combination Runs on Four Grades of Bond

LUTZ & SHEINKMAN

Telephone CANAL 6-7000

421 HUDSON STREET • NEW YORK, N. Y.

MULT-O



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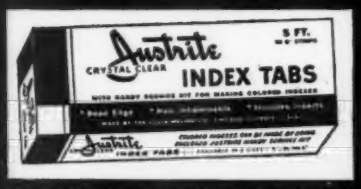

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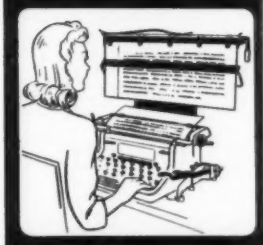

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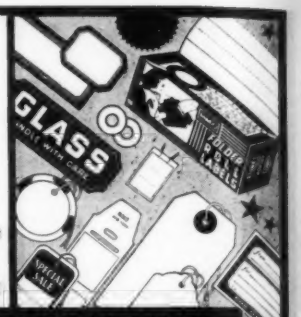

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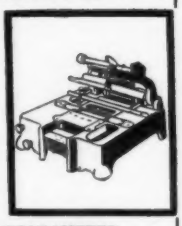

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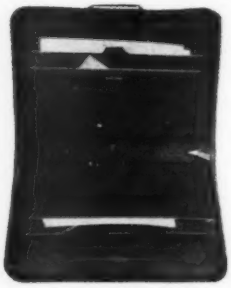

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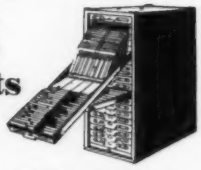

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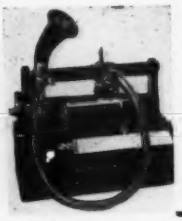

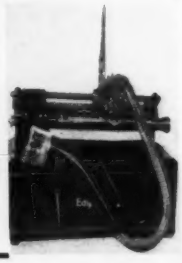

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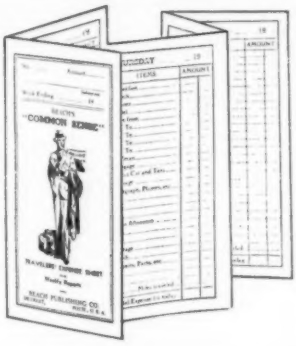

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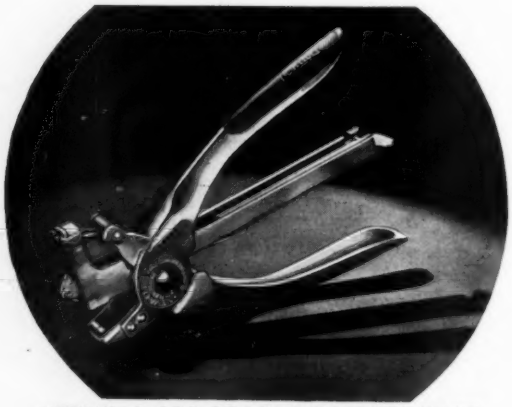

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